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COFFEE & TEA INDUSTRIES

and The Flavor Field

77th YEAR

SEPTEMBER, 1954

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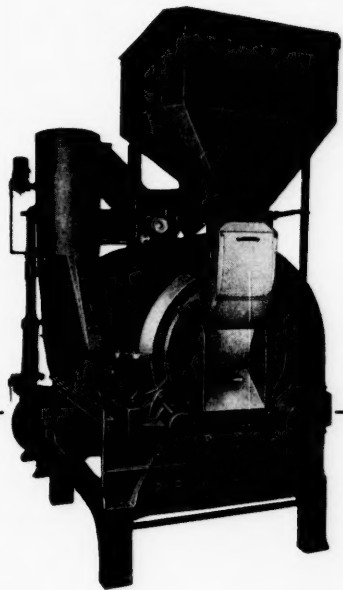
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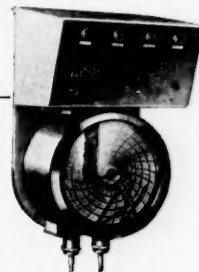
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SEPTEMBER, 1954

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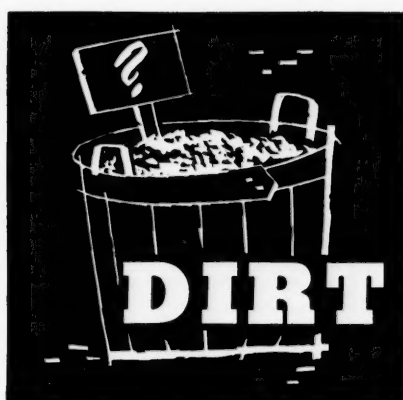
NEW YORK 5, N. Y.

Telephone: Dlgby 4-8777

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- LOSS OF PRODUCTION TIME?

OR If foreign matter ends up in your finished product — how much will it cost you in — LOSS OF SALES?

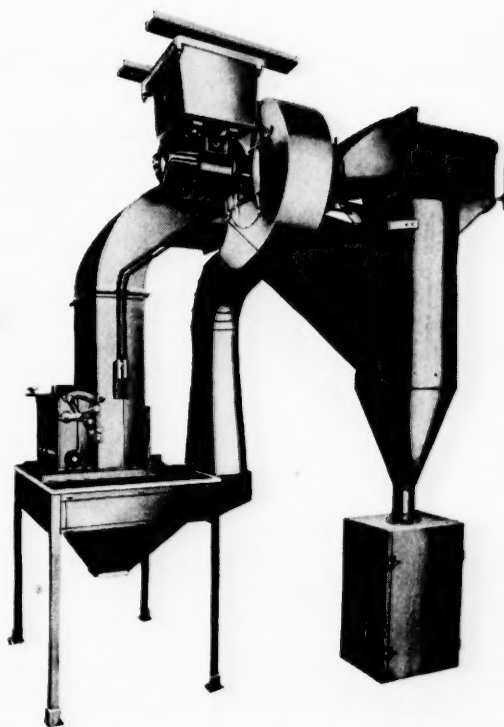
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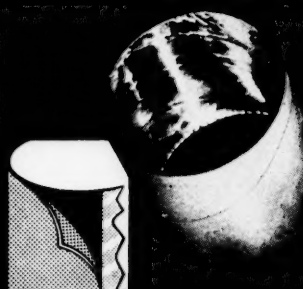


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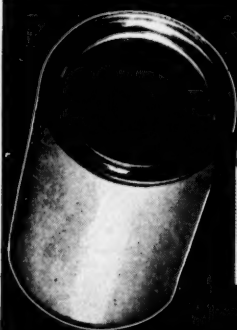
CHIP KB.

Pitch layers between layers of fibre, for moisture resistance. Convolute can shown here. Example of use: wallpaper cleaner, cold water paints.

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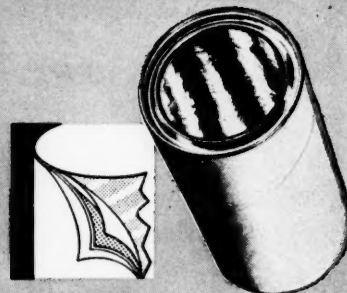
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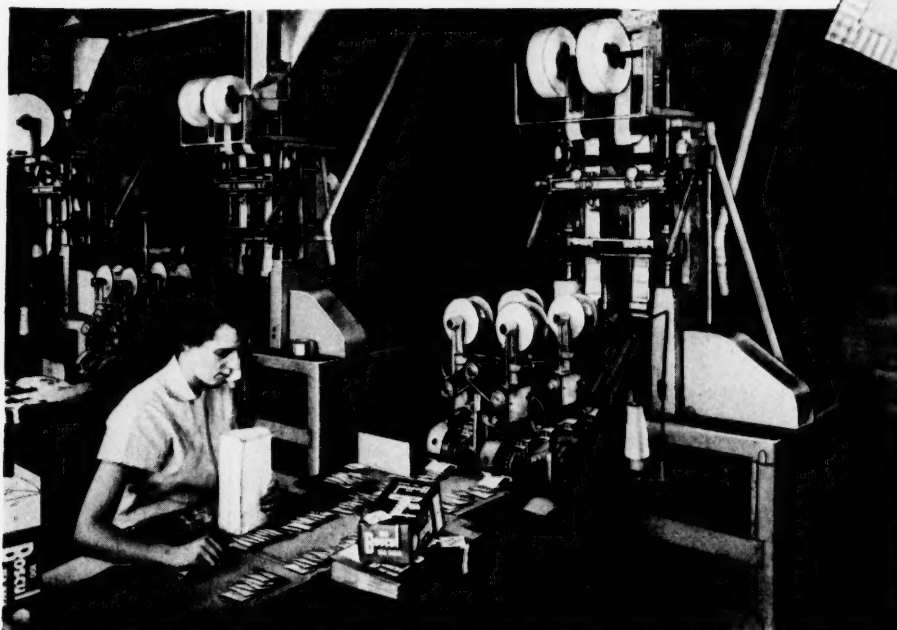
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P. A. C. B. NEWS

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The "Coffee-break" is your theme

From time to time, members of the coffee trade and others ask us if it is all right for them to use the "Coffee-break" theme in their own brand advertising and merchandising. The answer is definitely *yes*.

The Bureau has continually invited and urged all members of the trade to take advantage of the impact of this idea by incorporating it in their own promotion. As long as it serves the best interests of coffee, we gladly give unrestricted permission to anyone to use the "Coffee-break" phrase and idea in every possible way. No specific or formal authorization is needed. The "Coffee-break" is for the benefit of the entire coffee industry — and *your* brand in particular.

Sincerely yours,

Chas. G. Lindsay
MANAGER



Along with the best in coffee cans



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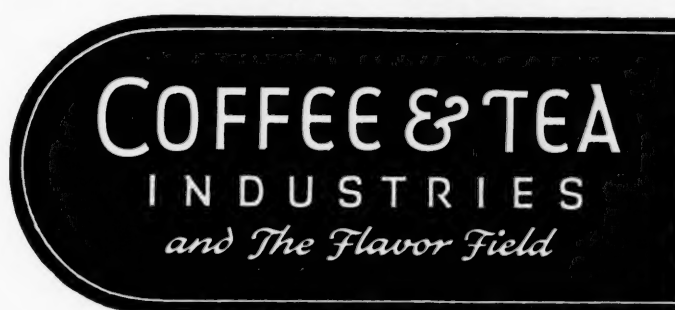
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Formerly THE SPICE MILL



77th Year

SEPTEMBER 1954

Vol. 77, No. 9

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77th Year



T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

SEPTEMBER, 1954

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By Title

FDA rule hits coffee extenders

Coffee in interstate service can't be made with additives and be called "coffee", Food and Drug Administration says

A company cannot brew coffee with an extender and say the beverage is "coffee"—not if the coffee service is an interstate operation.

That's the opinion of John L. Harvey, Associate Commissioner of Food and Drugs, Washington, D. C.

The ruling is clear cut. Coffee men with customers tempted to use extenders can now point out to them that grave legal risk maybe involved.

Mr. Harvey's opinion only covers servings of the beverage subject to the Federal Food, Drug and Cosmetic Act.

But investigation has disclosed that many states have regulations which bear on the serving of coffee brewed with an extender.

In Arkansas, the state director of the Food and Drug Division of the Health Department went to court to back up a ruling against brews made with Buisman's Famous Dutch Flavoring.

"When a person buys a cup of coffee," said Director Harold Austin, "he is entitled to a cup of coffee."

In a hearing before Chancery Court Judge Guy Williams, in Little Rock, agents for the coffee additive won an injunction prohibiting the state from interfering with the sale of the product. Plans are now underway to appeal the decision to the Arkansas Supreme Court.

The ruling by the federal Food and Drug Administration, came as promotion of coffee extenders was stepped up in this country.

One of the leading air transportation companies, United Air Lines, has admitted that it is using an extender, Buisman's Famous Dutch Flavoring, for its in-flight coffee service on some sections.

An authoritative source reported that the air line's coffee savings on these sections, through the use of the extender, ran to \$40,000 a year.

COFFEE & TEA INDUSTRIES was informed by G. L. Kanberg, superintendent of dining service for United Air Lines, that the use of the extender was "productive of economy and is delivering a brew which is most palatable and enjoyable."

It has been reported by some passengers on the United Air Lines that when they asked the stewardess whether the "coffee" served was 100 per cent pure coffee, the stewardess indicated it was.

The question has also been raised of acknowledgement by United on in-flight menus of the use of extenders in the coffee.

A letter questioning the use of additives to stretch coffee was sent to William A. Patterson, president of United Air Lines, by John F. McKiernan, executive vice president of the National Coffee Association.

Mr. McKiernan noted that a recent issue of a coffee industry publication carried an editorial on the United Air Lines' use of a coffee extender, see: "The crusade for a good cup of coffee", COFFEE & TEA INDUSTRIES, July 1954, page 43).

Heavy campaign to introduce

new coffee extender on Coast

A new coffee extender will be launched in the United States in September.

Called Diller Extender, the product is a vegetable mixture supposed to make one pound of coffee do the work of two.

Lantbeaume, Inc., San Francisco, is importing Diller Extender from Germany.

The company named Umland-Eastman-Gecker is the advertising agency to handle a campaign on the Coast involving radio, television and a heavy newspaper schedule.

Limited testing in the San Francisco area met with promising results, according to the importer. Distribution kinks are being straightened out, it was reported.

Mr. McKiernan pointed out that United's slogan, "finest food served aloft"—if it is to be taken seriously—must mean 100 per cent pure coffee.

The opinion from the federal Food and Drug Administration came in response to questions put to that agency by COFFEE & TEA INDUSTRIES.

"The use of various types of coffee extenders has been increasing in the public service food field as well as in the home," this publication emphasized.

The development raises questions particularly in the public service of coffee, and we would be interested in your opinions on the following:

"If a restaurant serves coffee brewed with an extender to achieve a greater number of cups to the pound, is the restaurant required to state on the menu that the coffee is brewed in this fashion?"

"If an air line, or a similar organization which presumably 'gives' its food as part of its service, uses a coffee extender, is the organization required to state on its menu that the coffee is brewed in this fashion?"

From John L. Harvey, Associate Commissioner of Food and Drugs, came this opinion:

"Normally the serving of 'coffee' in beverage form is a local operation which would not be covered by the terms of the Federal Food, Drug and Cosmetic Act, so generally the answers to your questions would depend upon the particular state or local laws involved.

"Where the serving of the beverage is subject to Federal jurisdiction, we would consider it a misbranding under the Federal Food, Drug and Cosmetic Act to represent the beverage as 'coffee' if the brew was prepared with coffee and a so-called 'extender'."

Leading air lines were surveyed by COFFEE & TEA INDUSTRIES to determine whether any others were using extenders.

(Continued on page 84)

trade watches Brazil coffee policies in shake-up after Vargas death

Prices slump after suicide, on top of exchange-ruling decline

The world's coffee industry watched tensely as Brazil struggled to get back on an even keel in the wake of suicide by that country's head of state.

President Getulio Vargas shot himself through the heart four hours after a fierce political crisis had forced him to step aside as chief of state.

Vice President Joao Cafe Filho, 55-year old former journalist, stepped into the executive position, as called for by the constitution, and moved rapidly to maintain order and to form a new cabinet.

He said his government would continue along lines laid down by his predecessor.

Violence flared after the suicide, but within a few days police action restored order and the new president turned his attention to the formation of a coalition cabinet.

Among the ministers replaced was Oswaldo Aranha, who as head of finance had modified Brazil's Exchange regulations only a little more than a week earlier, touching off one of the sharpest declines in coffee history.

With the Vargas suicide, the month of August, 1954, became one of the most turbulent in the history of the commodity.

The new currency exchange regulations, which went into effect August 16th, set off a steep decline. On the New York Coffee & Sugar Exchange, an avalanche of selling orders rammed the market down the 200 point limit each day. The September position, in that week, dropped a total of 1,000 points.

With regional roasters taking the lead, packers throughout the country announced cuts in the prices of the roasted product. The big national packers followed suit, and the drop became a general ten cent decline, the first major price decrease since the impact of the 1953 frost in Brazil had boosted prices.

At the beginning of the fourth week in August, the decline seemed to be running out and prices stabilizing. Then came the suicide of President Vargas, on Tuesday, August 24th.

Immediately the drop resumed. On the New York Exchange, prices fell the limit of 200 points.

Late that night the board of managers of the Exchange put a 100 point limit on trading, said they would review the situation daily, and after two days found they could restore the 200-point limit.

The board decided that the prospect for resumption of normal banking, shipping and commerce in Brazil, justified restoration of normal trading rules by Friday, August 27th.

In a dramatic farewell letter, evidently written just before he killed himself, President Vargas cited the coffee situation as one of the fronts on which he was forced to "surrender."

"I saw the coffee crisis increase the value of our prin-

cipal product," President Vargas declared in the letter. "We attempted to defend its price and the reply was a violent pressure upon our economy to the point of being obliged to surrender."

The "surrender" undoubtedly referred to the revision in Exchange regulations announced by Minister of Finance Aranha nine days before.

With Dr. Aranha out of the cabinet, coffee men were watching for indications of coffee policy by his successor. Eugenio Gudin, 68-year-old civil engineer and economist.

Mr. Gudin is credited with long experience in international affairs. A professor of economic science in the University of Brazil since 1938, he was a Brazilian delegate to the Bretton Woods monetary conference in 1944.

Trade sources, while cautious, looked for no immediate drastic changes in coffee policies.

The Aranha changes in exchange rules came as recognition of objective facts, they pointed out. In June, for example, United States imports of coffee from Brazil were less than half the shipments from Colombia, an unprecedented situation.

Brazil's coffee, they said, was simply priced on an unrealistic, non-competitive basis, and other coffees were much better buys.

This situation was recognized in the Aranha statement on the exchange modifications, which nominally retained the 87-cent "floor" but in effect discarded it.

Under the new controls, coffee exporters had to convert only 80 per cent of their earnings of foreign exchange into cruzeiros at the official rate, plus bonus, of just under 23.36 cruzeiros to the dollar.

The remaining 20 per cent could be sold on the free market, at rates which, just before the announcement, ranged from 63 to 68 cruzeiros to the dollar.

More specifically, authorized banks continued to buy the exporters' exchange at the official rate, plus a bonus of five cruzeiros per dollar to coffee exporters and ten cruzeiros per dollar to other exporters, on the basis of 80 per cent of the exchange.

On the remaining 20 per cent, authorized banks paid a bonus based on the difference between the official buying rate and the average free market buying rate on the working day prior to the closing of exchange.

With a free market rate of 63 cruzeiros, this works out to an average of 31 cruzeiros to the dollar.

Behind the changes in the controls was a deteriorating foreign exchange position in Brazil. At mid-August, the country was about \$80,000,000 below advance estimates of foreign receipts for the year, largely as a result of shrinking coffee sales to the United States.

Dr. Aranha said the new exchange policy would allow

(Continued on page 92)



and the TEA ASSOCIATION'S 9th ANNUAL CONVENTION...

How appropriate that the tea bag should be celebrating its fiftieth anniversary in this, the tea industry's best year! This accomplishment results from vision and determined hard work. We are pleased indeed that we have been able to muster a measure of the same qualities, contributing to progress by supplying tea-bag paper ever higher in quality and reliability.

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Tea is growing . . . Keep it going

tea's ninth convention focusses on continued growth of U. S. market

Dominating the ninth convention of the United States tea industry will be one subject: *how to keep the market growing.*

The tea sessions, likely to be among the most decisive yet held, will check progress to date, take a hard-headed look at possibilities, and wrap up plans to keep the trend going.

On the eve of the convention, industry leaders saw no grounds for complacency over current results. They cited two factors:

1. A big objective element boosting tea consumption, the price of coffee, was beginning to soften.

2. With all the gains, from a long term point of view tea was still taking back lost ground in per capita use.

Larger campaigns, with more funds, and still greater industry participation were outlined as answers to the 1954 convention slogan: "Tea is growing . . . keep it going!"

While hard-hitting sessions on the central theme were readied, a spirited social and sports program was lined up for the off hours.

The ninth convention returns to New England, leading tea drinking region of the country. It is being held September 20th—22d at the Mt. Washington Hotel, Bretton Woods, N. H.

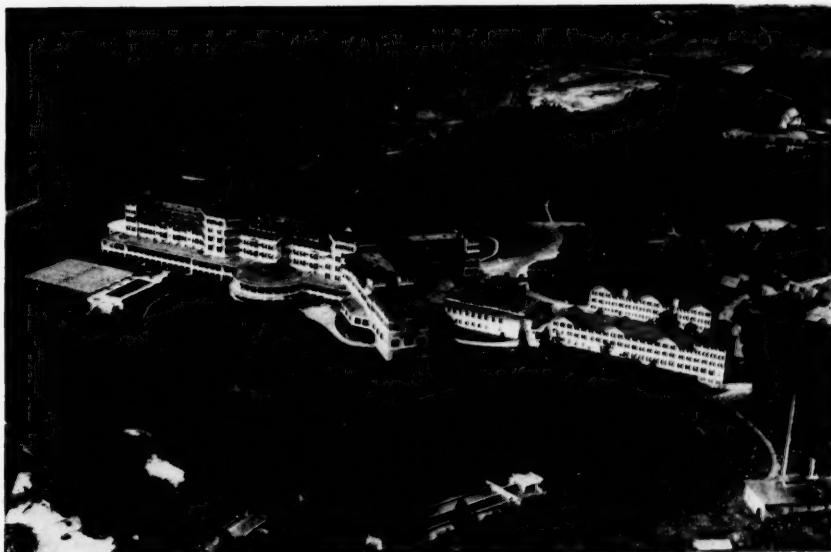
Industry members who were at Bretton Woods for the seventh convention remember the site with fondness. It was there, during the social evenings, that members of the trade reached a new high in fun and relaxation.

The convention committee, headed by C. William Felton, reports, moreover, that considerable improvements have been made since that time in the hotel and its facilities.

Samuel Winokur, president of the Tea Association, will open the convention formally at 9:30 a.m. on Monday, September 20th.

Then Anthony Hyde, executive director of the Tea Council of the U.S.A., Inc., will present a basic report on the tea promotion program and the expansion of the market here.

Indications are that the report will reveal a number of significant developments in several phases of the industry, developments which may serve as a springboard for further expansion in key markets.



It's back to the Mt. Washington Hotel, Bretton Woods, N. H., for the Tea Assn's. 1954 convention.

A talk which is expected to turn up information of engrossing interest to tea men will be made at 10:05 a.m. by Dr. Alfred H. Lawton, medical research advisor of the United States Air Force and assistant professor of medicine at the George Washington Medical School.

At 10:35 a.m. tea developments in Ceylon will be reviewed by a representative of that country.

The closing speaker that morning will be Cameron Hawley, author of the best seller and movie hit, "Executive Suite", who recently travelled in the tea producing countries.

Tuesday, September 21st, the session will be chaired by Robert B. Smallwood, chairman of the Tea Council of the U.S.A., Inc.

Tea men, keenly aware of mountain climbing exploits since the conquests of Everest and Annapurna with the aid of tea, will hear the American leader of the 1953 expedition which assaulted "K2", now the world's highest unclimbed mountain. At 10:40 a.m. Dr. Charles S. Houston will describe the assault.

Tea trends in India will be discussed by a representative of that country at 10:10 a.m.

Thirty minutes later President Winokur will deliver his annual report, under the theme, "Tea is growing . . . keep it going!"

At 10:55 a.m. Chester Bowles, formerly governor of Connecticut, director of O.P.A. and U.S. ambassador to

(Continued on page 22)

*Best Wishes
to the 1954 Tea Convention—*



*—and remember
to ask your Tea Importer about*

JAPAN GREEN TEA

Japan Tea Exporters' Association

82-1 KITABAN-CHO
SHIZUOKA, JAPAN

Cable Address:
EXPTASSN

Tea is growing . . . Keep it going

vital business ...and good fun



By C. WILLIAM FELTON, Convention Chairman
Vice President, Tea Association of the U.S.A.
Director, Tea Council of the U.S.A., Inc.

The theme chosen for the 1954 Tea Association convention, "Tea is growing . . . keep it going", applies equally well to the tea industry's activities in recent years, and particularly the annual conventions.

Those of us who have been charged with responsibility of setting up arrangements for a convention face the task with trepidation when we know the convention just finished was a great success. To equal or better it is a terrific challenge. Yet we learn by experience what kind of program suits the greatest number of delegates, and what sort of social arrangements gives the greatest amount of sport and pleasure for the majority. Even minority criticisms or interests must be considered.

It is a time-worn adage that you cannot please all of the people all of the time—yet the convention committee sets that target as a goal. The gratification comes to those responsible for arrangements—when we hit the mark. And while we are happy to see our plans and efforts blossom into fruition, the success has been made possible by the attendance and participation of members and guests.

When I was appointed to head the convention committee again this year, I had the usual fears about exceeding last year's success, but I felt confident that if I could secure the services of all committees which did so well last year at the Greenbrier, the efficiency of the operation would be increased and the results would be manifested. This being accomplished, all that remains is the continued support, participation and enthusiasm of members and guests at the convention.

Unless one has seen the workings of a convention from the overall position of chairman, it is difficult to realize the amount of work which goes on behind the scenes. The plans for this year's convention actually began before the 1953 event had cooled off, and it continues until the last guest leaves.

The program committee for the 1954 meeting has taken into consideration delegates' preferences for short informative presentations from all sections of the industry. Business sessions will start on time and end at the noon hour, leaving ample time for lunch and participation in the sports events.

Golf—again in the hands of Don Thomson and Carl Hull—will provide competition and fun for low handicappers and duffers alike, without jamming the one golf course. Events on the driving range and putting green should please many who prefer not to cover the long route over the course.

Baseball will be handled again by Art Koster and his group of hardy and fun-loving buddies.

For those wishing to engage in the tennis competitions, Carl Seeman, Jr., will be on hand to make the necessary arrangements.

Sightseeing trips will be directed by Bob Lewis, and afternoon bridge for the ladies will be efficiently organized by our staff.

Social activities, under the chairmanship of Tom O'Rourke, promises to be one of the most outstanding programs ever attempted.

The "Evening In Paris" night, on Tuesday, is being sponsored by the Tea Trade Club of New England, and the Sunday and Monday evening affairs will be a real surprise and a treat.

The matter of handling the great number of prizes which are distributed has been systematically catalogued by Trudean Felton and Cathy Walls, who with the aid of staff will see the job well done.

Needless to state, Mrs. Felton will again be an invaluable aid to her husband in the sincere attempt to make everyone happy and comfortable at all times.

The monumental task of fitting all these facets of public relations into a smoothly running convention requires staff

(Continued on page 46)

What to do at the Mt. Washington


What can you do, outside of business sessions, while you're at the Mt. Washington for the tea convention?

First, check the sports and social program.

Don't miss the allied trades cocktail party and buffet dinner Sunday evening, September 19th; the Waikiki Beach Party Monday evening; the Evening in Paris Tuesday night.

In addition, you can golf against the breath-taking backdrop of the Presidential range; play tennis on the red clay courts; ride miles of tree-lined bridle paths; swim, perhaps, in the outdoor pool; try your hand on the putting course; or take in the spreading fall colors of the countryside; or take in the spreading fall colors of the countryside.

Also, you can visit the top of Mt. Washington itself, the rocky, windblown spectacular peak which is the highest in the East.



*Importers
to the Tea Trade
since 1846*

— • —

Carter, Macy Company, Inc.

37-41 Old Slip, New York 5, N. Y.

MEMBER: TEA ASSOCIATION OF U.S.A.

Tea is growing . . . Keep it going

the meaning of teamwork

By ROBERT B. SMALLWOOD, Chairman
Tea Council of the U.S.A., Inc.

Without going into actual statistics, we all know that the American economy has shown phenomenal growth in the past ten years. What is undoubtedly more important, many leading experts seem to feel that the end is not yet in sight. They tell us that plenty of room still remains for raising our living standards to heights well above present levels.

I happen to agree with this point of view.

It would be difficult for us to analyze here all the developments, or even the main ones, that have led to this steady business progress. Such factors as postwar backlogs of civilian goods, the defense program, our fast growing population, the huge reservoir of personal savings, a healthy employment situation, large farm crops and high wages would all have to be given their respective weights.

Despite all these favorables, however, it is my firm belief that our great expansion has been largely due to the spirit of teamwork that has taken hold so effectively in this country.

What do we mean by the term teamwork, anyway? I think for those of us in the tea trade the answer is very clear within our own industry. About five years ago we all decided that the best way to sell more tea was to voluntarily band together, both the producers of tea and the trade in the country, to do this job.

Like any team setting out to win a victory, we first took stock of our strengths and weaknesses. There was nothing wrong with the product we had to offer the public, or the prices we were asking for it. The big flaw was that too many prospective users of tea were not familiar with the facts. We knew full well that the task of getting our story to the people in a convincing way was not going to be an easy one. It would require lots of smart advertising and merchandising skill on a continuing, year-round basis. The funds available for this work were sizable, yet much smaller than those being spent on various competitive beverages. We were faced, therefore, with the utter necessity of making each dollar count to the fullest extent possible.

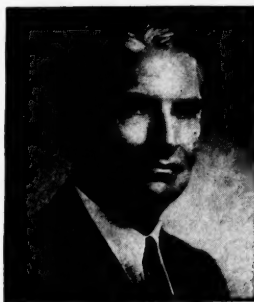
It was tough going at first. We seemed to be playing in the major league of national promotion, but it took time before any glory came our way in the form of larger sales figures. Nevertheless, we kept right on working hard together, and after awhile the trend line of tea sales started to climb. This was the victory march we were all working

toward. It has now continued unbroken for well over two years. To me, this is the true meaning of teamwork.

The best part is that people in general thrive on team play. There is no drudgery connected with the experience. As long as this marvelous spirit forms a vital part of our lives, we are bound to go ahead. But if it wanes or is allowed to become stagnant, then watch out!

I have great faith that the concept of teamwork will continue to grow in America and especially in our own tea industry. The Tea Council campaign is doing a fine job within the limits of its present coverage. For this a great deal of credit goes to the advertising agency people and all participants in the program.

We, of course, would like to look forward to a broader base of our activities in the year ahead. This would call for an extra measure of teamwork throughout the trade. Now that we have such tangible evidence to show for the work already started, I hope to see a growing number of enthusiastic Tea Council supporters in 1954.



progress in brewing

By WILLIAM S. JEBB, Chairman
Tea Brewing Committee
Tea Association of the U.S.A.

During the past year, this committee of the Tea Association met on a number of occasions for the purpose of establishing methods by which both hot and iced tea should be brewed in order to obtain the best results.

The meetings were well attended by all members of the committee, eager to determine whether less tea brewed for a longer period, or more tea brewed for a shorter period, would provide a better result. The committee, without exception, agreed that all distributors should recommend the use of one tea bag or one teaspoon of loose tea for each cup, emphasizing the use of boiling water but leaving the brewing time to the taste of the consumer—from three to five minutes.

For iced tea, the same brewing procedure should be followed, with the exception that 50 per cent more tea should be used to obtain the desired color and flavor, after the tea is poured into ice-filled glasses.

These recommendations were developed by using tea bags packed 200 to the pound, and judging from results, the sale of tea bags packed lighter should be discouraged.

Unfortunately, tea bags packed lighter than 200 to the pound are being sold to restaurants, with the sad result that many tea drinkers seldom order tea outside their homes.

62,000 keep Iced Tea

Look what happens to sales when your
salesmen promote Iced Tea on a year-round basis



**Down only 20%
from summer peak**

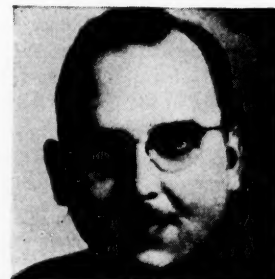
"We've been serving Iced Tea right through the winter for several years. Believe me, it's wonderful when you can sell several thousand glasses every week of every month. In fact, 20% less than our peak summer sales."

—George H. Westermeyer, Jr.
Mgr., Slater System Cafeteria
Bendix Radio Corp.
Towson, Md.

**\$10 a day extra
profit all winter**

"We figured our company could make extra profits from Iced Tea by serving and promoting it all year round. The public has proved us 100% correct. We estimate that serving Iced Tea 12 months of every year has meant \$10 a day."

—Henry P. Jensen
Owner, Ole's Waffle Shop
Oakland, Calif.



**4 to 6% more
profit on beverages**

"Even in the coldest weather—and it gets down below freezing in Norfolk—we've found that people drink a lot of Iced Tea. We figure that Iced Tea has made it possible for us to make 4 to 6% more profit on beverages during the winter season."

—Linwood Burroughs
Burroughs' Restaurant
Norfolk, Va.

**Averages 25% of
summertime business**

"A while back we decided to see what would happen if we made Iced Tea available all year round. In 1952 during the cold winter months our Iced Tea volume averaged 20 to 25% of our summertime business."

—E. L. Lommasson
Manager, U. S. Dept. of
Agriculture Cafeterias
Washington, D. C.



Restaurants on their menus ALL YEAR*!

The profits restaurant owners are enjoying now from Iced Tea need *not* stop with the end of summer.

You'll find proof of this in a survey conducted by the Tea Council in cooperation with the National Restaurant Association.

This survey shows that Iced Tea is such a year-round money-maker that 62,000 restaurants (1 out of every 6 in the country!) keep it on their menus *all year*.

You can open up a whole new tea market for your brand by planning now to include Iced Tea in your fall and winter sales campaign.

As 62,000 restaurant owners prove, Iced Tea profits don't have to hibernate until spring. See what a difference Iced Tea *all year* can make in your sales.

**tea
council**

of the U. S. A., Inc.

500 Fifth Ave. • New York 36, N.Y.



*Based on a recent survey conducted by the Tea Council in cooperation with the National Restaurant Association.

Tea is growing . . . Keep it going

a long way to go

By EDWARD J. VINNICOMBE, Jr., Chairman, Tea Association Executive Committee
Vice President, Tea Association of the U.S.A.

After winning a crucial mid-season ball game from the New York Giants, Walter Alston of the Dodgers was quoted recently in a mood of cautious optimism.

"Things are better today than they were yesterday," he said. But we still have a long way to go."

The Tea Association is in much that same situation today. We represent an industry which is doing better than it did last year—better in fact than it has done at any time in the recent past. We've witnessed some really spectacular sales gains during the last few years, and we've put together an industry program which promises even greater opportunities for the future. Those opportunities, however, are the measure of the fact that we also have a long way to go.

We compete against great odds when we seek to increase our share of the beverage dollar. This year, the industry will spend about \$12,000,000 to advertise tea. By contrast, the beer industry will invest around \$120,000,000 in advertising; the soft drink industry will spend about \$105,000,000; the coffee industry about \$87,000,000; the milk industry \$51,000,000 and the fruit juice industry \$17,00,000.

It adds up to \$392,000,000 in beverage advertising, with only one dollar out of every 33 being spent on tea. Moreover, the industrywide campaign of the Tea Council, sponsored jointly by the tea producing countries and the Tea Association, is itself small compared to other industry campaigns. The Florida Citrus Commission, for example, is reported recently to have approved a record appropriation of some \$5,500,000 for advertising, while the American Dairy Association has responded to today's competitive pressures with a \$4,000,000 budget.

Considering that the Tea Council's annual operating budget is only around \$1,500,000—and that this must go for two categories of tea—iced and hot—I think you'll agree that we are indeed fortunate to have registered the substantial gains which we have had.

It seems equally clear to me that we cannot rest on the success which we have had nor can we hope that our campaign will continue to produce the type and degree of results which we have experienced. This is the most dynamic of all the world markets, today made even more so by intense rivalry and competition. To be static in today's market is to be "cold stone dead in the market."

But these are unhappy visions. In the flush of first vic-

tory we must pause to realize that the Tea Council campaign, because of its budgetary limitations, covers only about 40 per cent of food sales advertising-wise. We must realize that novelty often has the effect of moving goods, services and products—but that novelty soon wears off.

Therefore, we must measure every way and means at our disposal to expand the industry campaign. Contributors to the Council program should review their support in terms of present day conditions. And we must renew our invitations to packers and importers who do not currently support the fund to join with us so that the campaign may be truly industrywide.

In closing, I'd like to add a brief word about our producing partners in the Far East. I made a trip there in the Fall of 1952, as many of you know, and I hope, if possible, to make a return trip this year. I found there a very intelligent understanding of the efforts we're making on behalf of the tea industry.

India, Ceylon and Indonesia have a direct stake, of course, in this enterprise. They contribute over \$900,000 a year to support the Tea Council and they join with the Tea Association in shaping the Council's activities.

Our partnership with these nations is an effective and mutually profitable exercise in "trade, not aid." More than that, it's a partnership which has helped to bolster the economy of a very important segment of the free world. As such, it's a program in which the entire industry may well take pride.

tea's ninth convention

(Continued from page 15)

India, will analyze fundamental international developments affecting tea.

The morning will close with the annual meeting of the Tea Association.

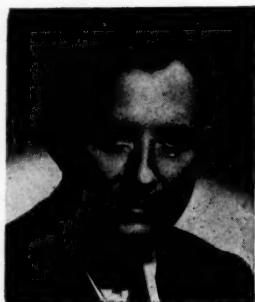
Wednesday, September 22nd, the convention will turn its attention to the restaurant market for tea. Leading off on this subject will be restaurateur, John O. Sabatos, vice president of the National Restaurant Association and of Bickford's, Inc.

One of the highlights of the convention is expected to be a report during the morning on the development of tea equipment for restaurants by the Batelle Institute.

The restaurant phase will be followed by a summary of the tea situation in Indonesia, by a representative of that tea producing area.

Winding up the business sessions will be the "Idea Exchange", the give-and-take of opinion which proved to be so popular at previous conventions. This year's forum is be-

(Continued on page 46)



**"TEA *is growing...*
keep it going!"**

HENRY P. THOMSON, INC.
TEA IMPORTERS

**89 Broad Street
Boston, Mass.**

**120 Wall Street
New York 5, N. Y.**

**383 Brannan Street
San Francisco, Calif.**

Member: Tea Association of the U. S. A.

Tea is growing . . . Keep it going

more "sell" for tea in the stores

By DONALD L. PETERSON, Chairman
Grocery Merchandising Committee
Tea Association of the U.S.A., Inc.

During the first six months of 1954, the Tea Council shipped over twice as much point-of-sale display material to packers, grocers and restaurateurs than in the full year of 1953. This greatly increased demand for tea display material obviously has its roots in a widespread new interest in selling tea—a re-awakened keenness to pay more attention to tea, to promote it more vigorously and more often.

In sympathy with this trend, the Tea Association's Grocery Merchandising Committee has been extremely active in the past year, analyzing the market for tea industry display material, evaluating the kinds and sizes of material most acceptable, reviewing the various ways the items are distributed, and helping to evolve an overall merchandising campaign plan to make the best possible use of the available resources.

The basic purpose of the Tea Council's merchandising activity is to reinforce and extend the sales impact of the Council's advertising effort. Thanks to the work of previous Merchandising Committees, a sound and vigorous program to achieve this purpose had been in effect for several years. The committee this year, consequently, was able from the outset to concentrate its attention on a practical expansion of these well charted activities. As a result, an overall plan has been evolved which calls for eight merchandising campaigns each year. At first blush they may seem quite ambitious, but when you analyze the components, we believe you will agree it makes good sales sense.

First, the Council undertakes merchandising campaigns for hot and iced tea in both the grocery and institutional fields. That's four campaigns right there. The expansion of effort recommended and adopted this year called for splitting each of the four campaigns into two parts. The first part, on the initial phase of each campaign, is undertaken by packers who support the Tea Council fund. Using Council material with their own brand imprinted on it, packer salesmen go into the field and use this material to tie their own brand in with the Council's advertising. When they meet resistance on this score, they offer the chain non-imprinted material which is ordered and shipped direct from Tea Council headquarters.

The second phase of each campaign is planned for the middle of the hot and iced tea seasons. At these times an industrywide push is made on non-imprinted Council material for tea only—for use with any and all brands of



tea. "Take Tea and See Week" for hot tea and "National Iced Tea Time" in the summer are the official titles of these two events.

With such a program at work, it is immediately apparent that a great deal of time, energy and money is at stake and that the programs cannot be truly successful unless the material the salesmen are working with has the quick, enthusiastic approval of the retailer and the packer salesman. With this in mind, early this year three subcommittees made detailed studies of the sizes and types of material most acceptable to various kinds of retail operations. I'd like to pay special tribute to the chairmen of these subcommittees, who gave so generously of their time and whose efforts have proved so useful. They were Harold L. Suttle, for supermarkets; Harold W. Chapman, for superettes and voluntaries; and John W. Colpitts, for packer salesmen. By calling on the men who have "yes" or "no" authority over display material, we have been able to design pieces that are most practical for the greatest number of the kinds of outlets we want and can reach.

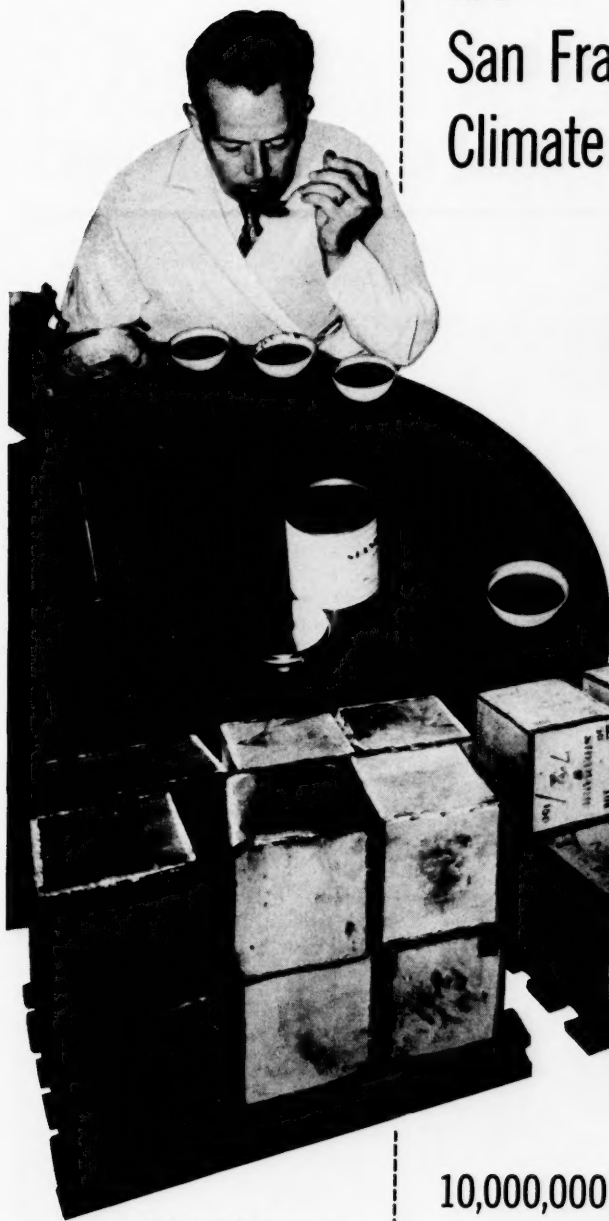
I don't believe the Merchandising Committee could be accused of immodesty for feeling that it has made a substantial contribution toward the success of the industry's merchandising efforts. I am mindful, too, that whatever contribution the Grocery Merchandising Committee has made this year to the Council's work, is directly due to the great interest of all its members, to their regular and prompt attendance at committee meetings, to their frank expressions of opinion, to the free flow of ideas and suggestions unselfishly drawn from their own rich experiences.

Not too long ago, when the coming hot tea campaign was under consideration, the Council staff presented seven or eight different posters for consideration. Following a full discussion of each piece, every one of the posters was rejected. After the meeting, several of the staff members came to me and said, "This is the best thing that ever happened to us. We weren't quite sure the material was right either. You have helped tremendously by giving us your reasons for turning the stuff down. Now we know exactly what to do to get the material back on the track." And they did. The committee was delighted with the revised material it was shown.

I mention that incident because I believe it dramatizes the way everybody connected with the tea industry campaign is working together to do the best possible job. It is one thing to say we are all in this together and the future of the tea industry depends upon the total collective support we give to selling tea in competition with other beverages. But these are just words unless each individual proves he knows they are true by acting and working to make his own

(Continued on page 28)

It's San Francisco's Climate



Robt. H. Wylie, Port Director
J. H. Myers, Traffic Manager
Ferry Building, San Francisco 6, California, U. S. A.

Mid-Western Representative:
Lawrence T. Waidell
35 East Wacker Drive, Chicago 1, Illinois



10,000,000 pounds of tea annually

San Francisco's year-round equable climate* is ideal for tea handling. Tea holds up better and stores without flavor loss. That's why San Francisco is the major tea port in the West and second largest in the Nation. A resident U. S. tea examiner (the only one on the Pacific Coast) provides prompt sample testing, thereby eliminating shipping delays to Western and Mid-Western cities.

**This is equally true for the movement of all perishables.*

THE PORT OF SAN FRANCISCO

Tea is growing . . . Keep it going

Tea Association membership — what's in it for you?

By HAYES G. SHIMP, Jr., Chairman
Membership Committee
Tea Association of the U.S.A.

During the past year, the Tea Association's Membership Committee completed the task of "setting its house in order"—a most essential function every once in a while. For the most important asset of any group or association like ours is the accuracy and validity of its membership files.

Our survey helped us to discover quickly a considerable number of potential association members who had remained "prospects" for many years, largely through default. As a result, I am happy to report membership in the Tea Association is now at an all time high; that the rate in gain of new members has never been better; and, incidentally, income from membership dues is at a record level.

There is no smug, self-satisfied intent implied by this report. We know there are literally hundreds of organizations in the tea business today whose names should appear on our membership roster. We are aware also that greater interest in tea on the part of the American public will cause many companies to give greater consideration to tea because tea writes, in bold, black figures, on the profit side of the ledger.

Let us consider for the moment what the Tea Association can mean to these hundreds of organizations who should become members. Basically, value of membership is proven by three questions: What is it? What does it cost? What's in it for me?

What is the Tea Association?

The "What is it?" is stated simply. The Tea Association is a voluntary trade association which has acted as spokesman for the tea industry since 1899. Membership extends to every branch of the industry and includes all of the important firms. Association members handle, at import level, almost 95 per cent of the national volume.

The "What does it cost?" has been carefully designed to permit everyone to enjoy membership at minimum cost. Dues are assessed on a sliding scale with importers, shippers' agents, packers, and service packers paying from \$25.00 to \$300.00 a year, depending upon annual poundage of tea handled. Commission brokers pay \$25.00 per year while association members, such as banks, steamship companies, packaging material firms, for example, pay \$50.00 per annum.

The "What's in it for me?" is best answered by considering briefly the five big areas in which the Tea Association promotes the welfare of the industry:

1. As your national representative, the Tea Association works to protect you from unwise or unjust government regulations. This protection is a lot like fire insurance. You can get by without it until you have a fire.

2. The Tea Association promotes fair trade practices and provides personnel and procedure for arbitration of disputes. Its Board of Tea Experts helps to maintain tea quality standards at the highest national level for imports in the world.

Information and research

3. The Tea Association gathers and publishes a great deal of information relating to trade statistics, government regulations affecting the industry, research projects of general interest to the trade, and other matters of immediate practical interest.

4. The Tea Association sponsors meetings and conventions where you obtain full reports on Tea Council activities and can exchange business ideas and renew personal contacts. This year, for example, the Association is sponsoring its ninth annual convention, September 19-22nd, at Bretton Woods, New Hampshire.

5. The Tea Association maintains committees working closely with the Tea Council on advertising and promotion policies designed to create new markets for tea.

It might be well to state at this time the difference between the Tea Association and Tea Council. Although closely related, the two organizations are not identical, and membership in the Tea Association does not entail automatic membership in the Tea Council. The Tea Council of the U. S. A. is a corporation owned by four stockholders—The Tea Association of the U. S. A. and the governments of India, Ceylon, and Indonesia. The Tea Council concentrates its efforts in the fields of advertising, promotion and research, and maintains its own professional staff for these purposes. This staff draws upon the voluntary services of Tea Association members for suggestions and assistance in developing its overall program, as indicated in point (5) above.

We therefore believe sincerely that membership in the Tea Association is a *must* for every organization dealing in tea. It is a matter of enlightened self interest, not merely a contribution or obligation. We urge you to consider membership now.



NEW! NEW!
Tender Leaf's New Seal-tight Aluminum Foil Wrap

NEW!

Greatest boost to tea sales since invention of tea bags!



1 More Impulse Sales!

Tender Leaf in aluminum foil wrap catches the eye more quickly . . . stands out from the shelf . . . invites more sales!

2 More Repeat Sales!

New foil wrap helps keep Tender Leaf fresh as the day it was packed. This means more tea flavor . . . more satisfied customers!

WE'RE SHOUTING THE NEWS FROM THE ROOFTOPS



With the
Most Intensive
Advertising
in Tender Leaf
History!...

Big coverage
on Radio
and TV!

Full color
ads in Life
Magazine!

Outdoor
posters!

Large-space
newspaper
ads . . . plus
introductory
promotions!

TENDER LEAF—NOW PACKAGED TO SELL—Better Than Ever!

Tea is growing . . . Keep it going

making the best of the breaks

By PHILIP L. EISENMENGER, Chairman
Restaurant Merchandising Committee

During the past year the tea industry has once again been the beneficiary of "the breaks" . . . fortuitous circumstances over which the industry had little or no control but which it could (and did) take full advantage of.

Possibly this is another example of the way the Goddess of Chance eventually evens things up. Because, from the day when the Boston Indians chose tea as a symbol of their irritation with the Stamp Act of 1765 to the day when late 19th century diners decided to switch from heavy mid-day dinners to light lunches, tea had nothing but "the worst of it" in the U. S. A.

The 1954 "break" we refer to, of course was the drastic increase in the price of tea's directly competitive beverage, and the increased sales and goodwill which have accrued to tea as a direct result of this uncontrollable factor.

It is probable that the favorable-to-tea situation was more acute in the restaurant industry than in the home, since the average restaurateur is more conscious of the cost-per-cup, or per-portion, than is the average housewife. He is also much more publicity conscious, and consequently there was a good deal more publicity on the restaurateur's turn to tea, in his hour of outrage, than there was on the housewife's reaction.

The fact in which we all can take pardonable pride is that when the restaurant operators turned to the tea industry they found a sympathetic and understanding ear into which they could pour their problems, and helpful suggestions as to how they could solve them.

For example, the Restaurant Merchandising Committee of the Tea Association of the U. S. A. continued its task of pointing out the extra profits that can be made by the restaurant operator through the service of better iced or hot tea. And the Tea Council continued its efforts to show exactly how better hot and/or iced tea should be made, along with its vigorous advertising and promotional campaigns to the general public.

In my opinion, the praiseworthy part of the tea industry's reaction to the opportunity which higher coffee prices presented was its emphasis to restaurateurs that they must serve "better" tea if they wished to turn more customers to its consumption. Thus, the tea industry and the restaurant industry kept their relationship on a legitimate level—kept it from degenerating into the type of "back street" romance that would be broken up as soon as the restaurant industry's higher-priced favorite returned to town.

The Tea Council's successful promotion of the two ounce iced tea formula (for true "home made" flavor!) is the most impressive evidence obtainable that "quality" rather than "price" is the only sound basis for building and holding increased consumption of tea.

The story of hot tea, on the other hand, is almost the opposite. Until more progress has been made in convincing all restaurateurs that hot tea should be served only "wet" service, and that hot tea should be made only with bubbling, boiling water, the quality of the average cup of hot tea will remain pretty low and sales will remain comparatively slow.

And so, in order to take full advantage of the restaurant industry's currently favorable and friendly attitude towards tea, the tea industry's two-pronged campaign in hot tea's behalf should be continued and strengthened: first, by continuing education as to the proper way to brew and serve hot tea and, second, by continuing promotion of the idea that hot tea is a hearty he-man beverage.

It goes without saying that the tea industry should also continue its excellent personal relations with the restaurant industry, including its active participation in hotel and restaurant conventions, and vice versa.

But most important of all, it should continue to cling to the principle that emphasis on "quality" rather than "economy" is the best long-range way to take advantage of "the breaks."

more "sell" for tea in the stores

(Continued from page 24)

and his company's support to the Council's advertising and merchandising all that it possibly can be.

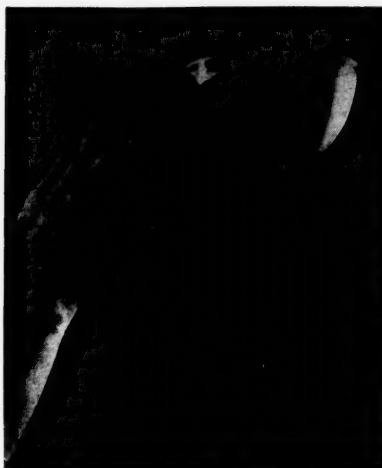
It has been said the "die was cast" for coffee in America when tea consumers became indignant with incidents climaxed by the Boston Tea Party. Tea consumption so far in 1954 has reached a new high—much of the sudden growth presumably as the result of consumer indignation over the rising price of coffee.

LET'S MAKE THE MOST OF OUR MERCHANDISING OPPORTUNITIES DURING THIS FAVORABLE CLIMATE FOR TEA.

Green tea in Japan's own market

To cater to the taste of poor people in the provinces, cheap varieties of colored green tea are imported. But the Japanese green tea of better quality, which appeals to the higher circles in the towns, is finding its way to the market in increasing quantities.





GREETINGS

to the 1954 Convention

TEA ASSOCIATION of the U.S.A.



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Bretton Woods, New Hampshire
September 19-22, 1954

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and
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in the trade



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WESTERN STATES TEA ASSOCIATION

Eleven Western States

Tea is growing . . . Keep it going

per capita trends . . . consumption of tea and other beverages

By EINAR C. ANDERSON, Chairman
Marketing Research Association
Tea Association of the U.S.A.

Everyone connected with tea knows that the U.S. market has expanded steadily in recent years. Facts and figures on this encouraging trend have been well publicized.

To sum up quickly, average yearly imports in 1946-1948 amounted to 81,000,000 pounds. The comparable figure for 1951-1953 was almost 95,000,000 pounds, reflecting an increase of 17 per cent. An even more favorable comparison will no doubt be possible when the average figure for 1952-1954 can be established.

This is all mighty heartening to the people in the tea industry. The excellent progress made has come through the fine spirit of united action which they have shown in getting a big job underway. But it is of great importance now for every person in the trade to realize that a huge potential for tea still exists.

The best way I know of sizing up this situation is in terms of per capita consumption.

At the present increased rate of sale, Americans are using about two-thirds of a pound of tea per head a year. While this is up substantially from per capita consumption in the 1940's, it still lags far behind the average amount of tea drunk in various other countries. In fact, it is a third less than the tea each person consumed in the U.S. just prior to the first World War.

Thus, while the uptrend that tea is now enjoying in this country is a creditable one, it is but the start of a very much larger increase that can be achieved in the years ahead.

An interesting point at this time is to try to determine just where the increased tea business has come from in the past few years. Has tea taken volume away from competitive drinks, and if so which ones?

Reliable sources were recently consulted on this question. The beverages of interest to us were tea, coffee, fluid milk and cream, carbonated soft drinks, canned fruit juices, (including frozen), beer, wines and distilled spirits. Figures on per capita consumption were obtained for each, covering the years 1950 through 1953. These were then indexed, using 1950 as the base in each instance.

The resulting trends provide a very significant pattern.

Of the eight beverages studied, four showed consistent gains, three remained virtually unchanged and one experienced a slight decline.

Listed in accordance with their rate of climb, canned fruit juices, carbonated soft drinks, tea and coffee were on the up side. Milk and distilled spirits reflected no fluctuation in per capita use, and wines showed only negligible variations. The figures for beer indicate some fall-off in 1952 and 1953 compared with 1950 and 1951, but the differences were very small indeed. Larger sales were made in 1953 than in 1952, which might mean that beer currently is headed toward a figure higher than any reached since 1950.

These facts would seem to suggest one general conclusion, namely, that the American people have increased their total intake of beverages in recent years. This may or may not be confirmed as data similar to the above are studied over the long-term future. But the indications seem pretty definite at the present time.

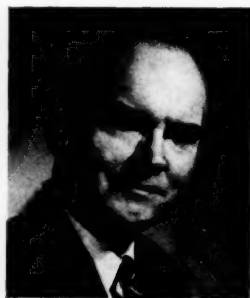
It should not be too difficult to believe that we are drinking more. After all, we are becoming taller and apparently more active with each succeeding generation. Also, the very strong shift toward further mechanization, in the factory and home as well as on the farm, has provided more leisure time for most people. These elements, together with our constantly rising living standards might well be playing important roles in causing Americans to drink more beverages, both at mealtime and between meals.

Potential is enormous

As a matter of record, we in this country are light beverage drinkers when compared with people in certain other nations. In the United Kingdom, for example, per capita consumption of tea alone runs close to 1,900 cups a year. This is almost double our combined usage of tea, coffee, and carbonated soft drinks. Americans are large consumers of milk, yet the per head figure in 1953 was 352 pounds, or a little over 700 eight-ounce servings for drinking, cooking and all other uses.

There can be no question about the future of tea in the U.S. Measured by any one of several yardsticks, the realistic potential is truly enormous.

A commendable start toward raising per capita consumption has already been made. What remains is for all of us in the country to continue our aggressive drive toward popularizing the increased use of tea—hot and iced—among Americans everywhere.



Tea is growing . . . Keep it going

the growing market for instant tea

Tea is probably the most delicate of beverages. To brew it so that it is bracing, comforting and, at the same time, soothing is difficult. The flavor of a perfect cup of tea is elusive, and tea drinkers are undoubtedly more particular about their favorite potion than consumers of any other

In 1953, sales of Nestea were double the 1952 level. And so far in 1954, Nestea sales are 30 per cent higher than in 1953.

In brewing regular leaf tea various tea drinkers use different methods. It is for these reasons that we at Nestle's take special satisfaction in the wide acceptance of Nestea, our instant tea, which we introduced some six years ago.

ferent methods, most of which are time consuming and none likely to produce exactly the same flavored cup of tea day after day and month after month. Some heat the pot with boiling water ahead of time, others steep the tea for ten minutes or more and a number insist on resting the



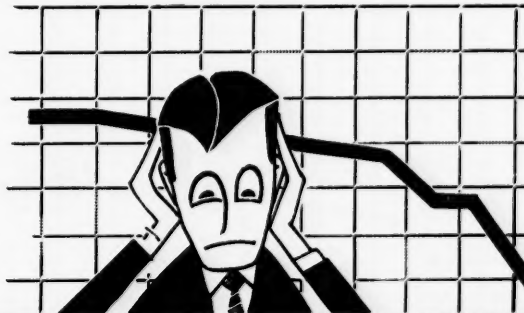
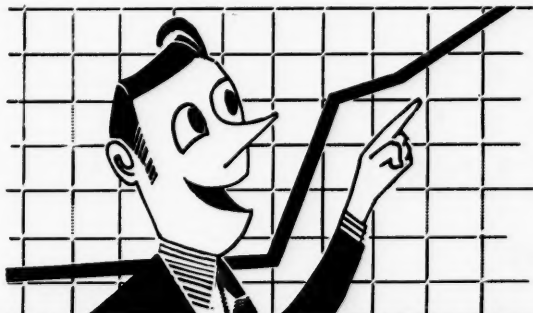
By H. K. PHILIPS, Vice President in Charge of Sales
The Nestle Company, Inc.

strainer, holding the tea leaves in the cup until the color looks right. Whatever the ritual, there is a residue of damp, soggy tea leaves to be disposed of. All of these methods are as unreliable as the fortunes which are sometimes predicted by the tea leaves in the bottom of a cup.

Today, through the wizardry of modern laboratory research, we at Nestle's have made the preparation of tea an exact science. We take care, not only of the nuisance of getting rid of the strained-clogging tea leaves, but we make sure that the taste of our instant tea is just right for the vast majority of tea drinkers. That's the most important part of our job. All of the time and trouble saving advantages of instant tea would be nullified if, when the consumer lifted the cup to his lips, he didn't taste a truly fine cup of tea.

Over any given period of time, most tea drinkers at home will vary their brewing methods ever so slightly. At our Nestea plant that variation is eliminated by the use of measuring apparatus that even the fussiest and wealthiest tea drinker in the nation could hardly afford.

(Continued on page 36)



Tea Sales or Sympathy?

Think how much more certain you can be of extra tea sales and more tea business... when you sell "quality" tea, ... achieved through expert selection, and careful cupping.

EASTERN TEA CORPORATION

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SEPTEMBER, 1954

★ NEW TEA SALES FORMULA ★

Our sales-styled packages are making Tea Sales History. Ask for Samples!

Tea is growing . . . Keep it going

what's your idea?

Tea sales are climbing. Tea imports are climbing. Why?

One reason behind is that your Tea Association, the Tea Council and the Junior Board have worked hard together to produce an advertising budget and campaign to promote the consumption of tea in this country.

The members of the tea industry in the U. S. A. know about the Junior Board of Directors of the Tea Association and what it has done in the past. Having been a member of the Junior Board for a number of years, I would like to see it become a clearing house for ideas and projects that can be worked on for the good of the tea industry in this country. We only have 15 members. Obviously the ideas for projects coming from this group could not possibly include all the good projects there might be.

Here is a thought: Let the Junior Board work on your ideas for projects to help the industry as a whole.

I suggest that there be established a corresponding membership of the Junior Board. You who live great distances away from New York—on the West Coast, in the South, in the Midwest—send in your ideas for projects. Send them to the Junior Board of Directors, Tea Association of the U. S. A., 500 Fifth Avenue, New York 36, N. Y. You

By **ROBERT A. LEWIS, Jr.**, Chairman
Junior Board of Directors
Tea Association of the U.S.A.

will receive an acknowledgement of your idea or project, and a promise that action will be taken on it.

While on the subject of new ideas, how about pushing for a tea convention in the Midwest for 1956, plus the establishing of a Midwest Tea Association?

The Junior Board, the Tea Association and the Tea Council can do a better job for you, if you will answer this appeal for ideas.

New case sealing machine announced

Automatic gluing and taping in one pass is featured in a new case sealing machine introduced by the Clybourn Machine Corp., Chicago.

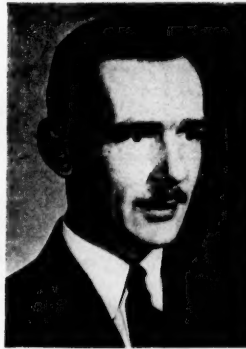
Both tops and bottoms of corrugated or cardboard containers are closed with a dust-tight double-seal in the same operation. Operation is entirely automatic except for replenishment of glue and tape.

*All Good Wishes
from
The Tea Industry of India
to
The Tea Association of the U.S.A.
on the occasion of its
1954 Convention*

*Tea Board of India,
Calcutta*

Tea is growing . . . Keep it going

turning the tea trend in Canada



By **LEONARD AKERMAN**,
Executive Director
Tea Council of Canada

Today 15,000,000 Canadians are consuming tea at the rate of nearly 10,000,000,000 cups a year, or 700 cups for every man, woman and child in the country. This makes the Canadian one of the world's heaviest tea drinkers, only the British, New Zealanders and Australians claiming a substantially higher per capita figure.

Healthy as this may appear, however, there are underlying symptoms which are causing some concern in the trade. A number of factors, not the least being competition from other beverages, are having a noticeable effect on per capita tea consumption as illustrated by the accompanying table.

The decline in per capita tea consumption is further emphasized by considerable increases in the consumption of

coffee and soft drinks. In the past 15 years, per capita consumption of coffee has increased by more than 90 per cent and of soft drinks by more than 100 per cent. Thus, although the Canadian is drinking considerably more beverage today than before the war, tea's share of the total beverage market has declined alarmingly.

The Canadian tea trade, in partnership with the governments of India and Ceylon, has taken steps to meet this challenge to tea's position in Canada. Early in the summer of 1954, the tea trade met with representatives of the producing countries and inaugurated the Tea Council of Canada, an organization designed to stimulate domestic sales of tea by means of consumer advertising and promotion.

IHW^{TEA}

Constantly striving to improve
a proud reputation for service

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MEDAN (SUMATRA) • TAIPEH (FORMOSA)

Tea Trends in Canada

Three-Year Period	Average Population (in thousands)	Average Imports (in million lbs.)	Per Capita Imports (lb.)
1934-36	11,219	38.8	3.46
1938-40	11,607	42.2	3.63
1942-44	12,120	37.1	3.06
1946-48	12,890	37.6	2.91
1950-52	14,050	47.4	3.38
1951-53	14,450	44.3	3.13

Activities of the Tea Council of Canada are in the hands of a board of directors comprised of equal representation from the Canadian tea trade and the governments of the producing countries.

The Tea Council is now busily engaged in undertaking the fundamental research necessary to planning the basic approach to its advertising program, and it is hoped that actual promotion will be under way by early fall of this year. With the aggressive campaign which the Tea Council's funds should provide, there seems every reason to hope that tea's downward trend in the overall beverage market in Canada can soon be arrested and, before long, reversed.

Instant tea

(Continued from page 33)

We start by buying excellent orange pekoe and pekoe teas and blending them to suit the preference of the majority of American tea drinkers. The water is added at precisely

the right temperature, the quantity of tea for each gallon of water is weighed exactly and the tea is steeped to precisely the split second that our research has proved makes the best tea. We remove the water, pack the tea solids with protective carbohydrates in a jar, and all the guesswork for the consumer is eliminated. All he has to do is put a scant half teaspoonful of Nestea in a cup, add boiling water and the tea is ready. No tea leaves to get rid of, no strainer to clean and dry, no worry about quality.

Iced tea? A teaspoonful of Nestea in a glass, add just a little boiling water, enough to dissolve the tea, then fill the glass with ice cubes and cold water and the long, cooling drink of full flavored iced tea is ready to quench that hot weather thirst.

Instant tea, either hot or iced, is always good if the one rule is observed. The water should be boiling when the tea is made. Otherwise there may be a little cloudiness instead of the clear, reddish gold color of well made tea. Tea, as I say, is delicate. We make it as foolproof as research makes possible. There is nothing more the consumer has to do except be sure the water is boiling.

Restaurant owners have taken to our instant tea because of its convenience and economy, as well as its taste. In summer, when so many of their customers call for iced tea, Nestea is an extra help to the restaurant man. To have a supply of iced tea on hand, it was formerly necessary for the public eating places to brew and ice a large quantity of tea in advance. With instant tea, of course, no iced tea need be kept standing for a long period of time. As long as there's a supply of hot water ready, only the iced Nestea

(Continued on page 46)



Heading your way!

We're off to the Tea Association Convention at Bretton Woods, New Hampshire.

Plan to come, too!

We'd like very much to meet you and swap ideas, talk old times and new, and discuss our mutual problems.

Hope to see you at the Convention.

THOMAS J. LIPTON, INC.



Tea is growing . . . Keep it going

tea . . . and quality

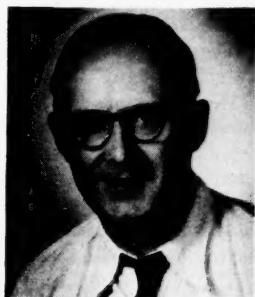
By W. E. POSTLETHWAITE, Chairman
Calcutta Tea Traders Association

I believe that in 1952 an article which was contributed to COFFEE & TEA INDUSTRIES by the then chairman of the Calcutta Tea Traders Association, E. W. Kember, dealt to some extent with the functions of the association and its relationship with the various factors governing the tea trade in Calcutta. And so there is nothing for me to enlarge on in that aspect of affairs.

I will confine my remarks therefore to the most interesting item of all—tea.

There is a popular saying that "Everything stops for Tea." As far as Great Britain is concerned, it is almost as true to say that nothing would ever start without it, either!

In practically every household in the land, *pater familias* is to be found first thing in the morning groping his



way down to the kitchen to put the kettle on to make the early morning cup of tea, without which no self-respecting wife will consent to commence the day's round. There is nothing to equal that cup of tea first thing in the morning, whether it is served in the house or aboard a train, ship or aircraft. Then, of course, the midmorning cup, the lunch-time cup, the afternoon cup, and the final cup before going to bed or while watching the television program are almost of equal importance. In England, at any rate, a young man's first girl friend is invariably introduced to the family at afternoon tea, and many schoolboy friendships are also thus cemented. And what more delightful sound is there on a hot Sunday afternoon than the tinkle of teaspoons on saucers as the afternoon tea is prepared?

It is, of course, practically certain that no modern war could be fought and won without tea. During the last war, the quantity of tea drunk by soldiers, sailors, airmen, civil defense personnel, hospital staffs etc., must have been tremendous. And tea helped the weary population to keep cheery while waiting for the nightly air-raid to wend its noisy way. How would the munitions of war have been produced without it?

There is no doubt about it—tea is of the utmost im-

(Continued on page 41)

Best Wishes For a Successful Convention

"THE COMPLETE TEA BAG PACKING SERVICE"



Tea Pack Company

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WE PACK YOUR TEA UNDER YOUR BRAND

Member: Tea Association of the U.S.A.

Tea is growing . . . Keep it going

world demand — and supplies

The popularity of tea as a beverage is increasing throughout the world, including the countries of production themselves.

In India alone, tea consumption has increased from about 90,000,000 pounds in 1938 to something between 175,000,000 and 200,000,000 pounds annually at the present time.

In many other consuming markets there has been a steady increase, and world absorption is now approximately 100,000,000 pounds per annum greater than in the years preceding World War II.

While at the present time the world's available supply of tea for export, which amounts to about 1,200,000,000 pounds, is slightly less than the actual annual absorption, with a return to world markets of Indonesia and with larger exports from China and Japan, available supplies may well increase considerably in the next few years.

Moreover, with the replacement of worn-out areas, increased yield resulting from new methods of planting and from the limited area of extensions which have been permitted under the International Tea Agreement, the potential outturn of India, Ceylon and Pakistan is considerably greater than the present outturn.

Tea producers therefore fully appreciate the need to carry out intensive propaganda in order to maintain and

By C. MILES, Chairman
Indian Tea Association (London)

expand consumption of tea. With the improvement in the standard of living in territories such as India, Africa and many other countries, there is a vast potential field for increased consumption.

Progress in these countries, however, must necessarily be comparatively slow, and it is in countries which are already tea conscious that propaganda is likely to give quicker results.

In the case of the U. S. A., the imports of tea during 1953, which amounted to over 100,000,000 pounds and showed an increase of approximately 10,000,000 pounds above the previous year, it would seem that the propaganda efforts are at last beginning to prove successful. While, of course, the high prices of coffee and cocoa are favorable factors at the present time, intensification of the efforts to increase tea consumption would now seem to be propitious.

The forthcoming convention of the Tea Association of the U. S. A. will doubtless have under consideration the steps to be taken further to increase tea consumption in the United States and, these efforts will have the full support of Indian Tea Producers.

DE HOPE GOLDSCHMIDT CORPORATION

91 WALL STREET, NEW YORK 5, N. Y.

**TEA IMPORTERS
PLANTERS' AND SHIPPERS' AGENTS**

MEMBER: TEA ASSOCIATION OF U.S.A.

Tea is growing . . . Keep it going

980,000,000 pounds — and going up

By R. BRODIE, Chairman
Pakistan Tea Association (London)

The United Kingdom is still the world's primary market for tea and last year consumed over 460,000,000 pounds, equivalent to a per capita consumption of nearly ten pounds.

Indications are that during 1954 consumption will increase still further, and on present figures it is estimated that consumption will reach something between 480,000,000 and 500,000,000 pounds.

Tea is becoming more popular in practically every other consuming market, and excluding the producing countries themselves, world consumption in 1953 amounted to over 980,000,000 pounds, which was an increase of nearly 100,000,000 pounds over 1938, the last normal year prior to the second World War.

With the improvement in the standard of living in India, Africa and many other Eastern countries, there is a vast potential field for increased consumption. India itself now consumes something like 170,000,000 to 200,000,000 pounds of tea annually.

The year 1953 showed a marked increase in the imports of tea into the United States, which amounted to over 100,000,000 pounds. While this may be accounted for to some

extent by the abnormally high price of coffee, indications are that the large sums expended on propaganda for many years in order to increase the popularity of tea as a beverage in the States are now bearing fruit.

It is a matter of gratification that the campaign on behalf of tea is now being supported jointly by the governments of several of the tea producing countries and by the distributing trade of America.

No doubt at the forthcoming convention of the Tea Association of the U.S.A. consideration will be given to measures to be taken to insure that consumption of tea in America is not only maintained but expanded.

During the second World War, owing to the occupation of Indonesia and the cutting off of supplies from China and Japan, the other producing countries—India, Ceylon, Africa and Pakistan—had necessarily to increase output to the maximum in order to meet the requirements of the United States, and quality suffered to some extent from the need to produce quantity. All the tea producing countries appreciate the need to concentrate on the production of the best quality tea of which their estates are capable. This is of particular importance if markets such as the U.S.A. are to be encouraged to increase their consumption of tea.

(Continued on page 43)

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QUALITY TEAS

MEMBER: TEA ASSOCIATION OF THE UNITED STATES OF AMERICA

Best Wishes

to the 1954 Tea Convention

HALL & LOUDON

ESTABLISHED 1898

TEA BROKERS

91 WALL ST.

NEW YORK CITY 5

Tea is growing . . . Keep it going

tea . . . and quality

(Continued from page 37)

portance, both in peace and in war, in maintaining the morale and in sustaining the efforts of all sections of the community. These are the main reasons why we are so glad to see that the tea-drinking habit is spreading among our friends in the U.S.A. and Canada.

It is sad to think that the many blessings which a cup of tea can provide have, so far, been enjoyed by comparatively few of the citizens of the New World, and the news that consumption is increasing is indeed gratifying, not only by reason of the benefits thus accruing to the trade, but in conferring upon an even greater number of people the joys of tea drinking.

We, in India, sometimes feel that we do not always send you the sort of tea you want, but tea cannot be turned out like nuts and bolts. It is a crop, just as much as corn or wheat, and is subject to the same onslaughts by climate and innumerable pests. Too much or too little sun, too much or too little rain, can affect the quantity and quality of tea to an enormous extent, added to which there is the endless battle to be waged by planters against the natural pests and blights to which all growing things seem to be heir.

Effects on quality

Soil, altitude and aspect, all have their effect on quality and appearance. Sometimes one garden will have flavor and quality, while the garden adjoining produces tea with neither; and very often there is no explanation that can be offered. The next year the position may be reversed. The same thing happens in Darjeeling, where the tea is grown at altitudes of from 2,000 to about 7,000 ft. A garden one year will produce fine flavory tea. The next year it will be of ordinary quality.

So you see, it is not always our fault that we cannot ship teas which fill the bill completely. We only wish this were possible, but the public in the U.S.A. can rest assured that everything possible is done to send them the teas they like.

I wonder if people who drink tea appreciate the fact that there are in North India alone over 1,000 tea gardens, each of which produces on an average about eight different grades of tea each fortnight during the height of the cropping season. This means roughly 16,000 different teas to be looked at, tested, valued, bought (and we hope sold) during a month. Teas from each and every garden can vary in quality in every fortnight and will certainly do so every month. There is thus a vast amount of work to be done by buyers in making their selection and sorting the "sheep from the goats."

It is this constant variation in teas which makes the trade one of such absorbing interest. It is the buyers whose job it is to select and buy teas in spite of the variation of climate etc., for various customers whose requirements on the whole do not vary much from year to year.

There are many venerable old gentlemen in the tea trade in London who find it impossible to relinquish their contact with this most fascinating of trades, and they ask for nothing better than that they should "die in harness" even while tasting a batch or on their way to Mincing

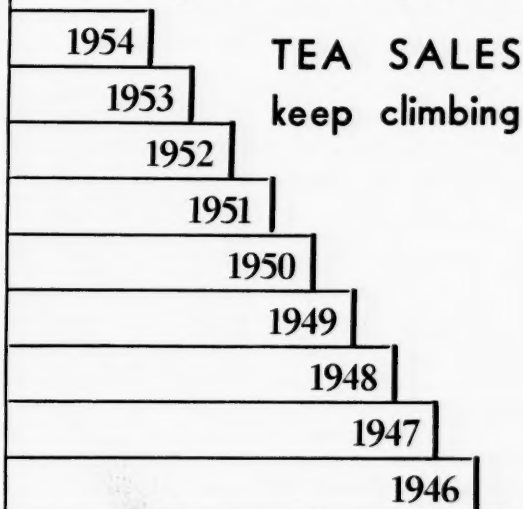
(Continued on page 43)

HAYES G. SHIMP INCORPORATED

New York

Toronto

Cooperation stimulated by our conventions has made this stairway to success possible



Member: Tea Association of the U.S.A.

NEDLLOYD LINE

Africa Service

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Via:

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802 West Hastings Street

Tea is growing . . . Keep it going

can we bring back Japan tea here?

Tea is known in the East as the best of medicines and as a cordial of longevity. Of course, this refers to none other than green tea.

Geographically, green tea's consuming area can be divided roughly into three regions—Far East; Near East and North Africa; and America and Europe.

The habit of drinking beverages, whether tea, coffee or cocoa, must have been formed through innate human desire for beauty, pleasure and dainty taste, or perhaps as an offering for religious rites.

At any rate, as each region has its own manner of eating, the manner of drinking tea also differs according to the various locales. Cups, pots and other utensils which are used in connection with tea drinking are different. Some drink it milk added, some with sugar, and still others add peppermint and other spices in order to make the tea more palatable to their tastes.

As far as demand for green tea in the three main con-

By S. SAIGO, Managing Director
Japan Tea Exporters' Association
Shizuoka, Japan

suming regions is concerned, it seems to differ in intensity and in volume. Perhaps, these differences are caused by different climatic conditions, but it is apparent that there is no correlation between the degree of demand and the relative advancement of standards, although it is true that the people of the western civilization show demand for the product in a more fluctuating manner.

We might mention that some 40 years ago, the United States consumed three times as much green tea as black tea, though at the present, green tea consumption has dropped to one-thirteenth of black tea. In North Africa, on the other hand, green tea has been consumed to an increasing extent, and this seems to indicate that they are well content with this type of beverage.

Green tea, which possesses an invigorating and pleasant flavor as well as a quality of daintiness in its taste, has thus seen increased demand in one region, and has lost admirers in other regions, mainly in the United States and Canada.

The steady increase in black tea consumption in the United States is without any doubt a result of the splendid and effective effort in advertising launched by the importers



**We are looking forward with genuine pleasure
to the opportunity of greeting the members of
the Tea Association of U. S. A. here at our beau-
tiful hotel in the heart of the White Mountains.**

September 19-20-21-22, 1954

THE MOUNT WASHINGTON HOTEL

BRETTON WOODS, NEW HAMPSHIRE

Tea is growing . . . Keep it going

and sellers and the Tea Council of the U. S. A.

This phenomenon of increased demand for black tea in the United States is fast becoming prevalent throughout the world. Although it appears to us that a meat diet necessitates consumption of a stimulant in one form or another, vegetables, fruits and other refreshing and pacifying beverages are also needed. In this day and age, when the tempo of civilization is constantly being intensified, we may feel the need for some sort of stimulants to keep up with daily routine, but at the same time there must be occasions when a cup of calm Japan green tea, with its dainty taste, is preferred.

We are strongly of the opinion that there exist a latent market for Japan green tea in the United States, and there must be ways to reach those who would once again feel the urge to taste green tea.

Could the demand for Japan green tea in the United States and Canada be increased? Is it possible to re-establish the Japan green tea market in the States? Would some sort of promotion campaign for the product have any positive effect? What would be the most economical and effective means in trying to attain this goal of increasing the demand in the States?

These are the questions which we would like to have your tea specialists answer for us.

Through the kindness of COFFEE & TEA INDUSTRIES, we would like to express our warmest thanks to the good people who are participating in the Japan tea trade, and we earnestly hope that the ninth annual tea convention will be a great success.

tea . . . and quality (Continued from page 41)

Lane from their terminus stations. After a lifetime in the trade, a man might possibly be pardoned for considering himself an expert in tea, but I venture the opinion that there is something new to be learned practically every day, and only on his death bed can a tea-man lay aside his abiding interest in tea. And even then, I'd hazard a guess that the funeral party will be indulging in a cup of tea immediately on their return from the cemetery! Thus is the memory of his life's work perpetuated.

And now my space is gone, so I will conclude by offering on behalf of the Calcutta Tea Traders Association my best wishes to all members of the Tea Association of the U.S.A. on the occasion of their forthcoming convention at Bretton Woods, and extend to COFFEE & TEA INDUSTRIES my thanks for the space which they have so kindly made available.

890,000,000 pounds—and going up (Continued from page 39)

The United States, with a population of over 120,000,000 offers a vast potential field for increased consumption, and although the imports of Pakistan teas into the United States are comparatively small, the importance of the American market is fully appreciated.

The Pakistan Tea Producers' Associations in London and in Chittagong send to the convention congratulations on the success of the efforts of the past, and best wishes for a steady expansion of tea consumption in coming years.

SEPTEMBER, 1954

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CABLE ADDRESS: "CICO"

TEA and CHICORY IMPORTERS and DEALERS

We have the experience and know how to render the best possible service in the buying and blending of TEAS and CHICORY.

Your inquiry solicited

Member—The Tea Association of the U.S.A.
N.O. Board of Trade, New Orleans, La.

Tea is growing . . . Keep it going

tea in Indonesia

restoration, consolidation, renovation

More than for other tea producing countries, it is true of Indonesia that the restoration of tea prices in 1953 did not signify an immediate return of an entirely prosperous state of affairs for tea producers.

The disastrously low prices in 1951-1952, and in addition the continuing increase in cost, had influenced the situation too seriously to effectuate a complete change-over in a single year's time.

Indonesia was the most badly hit of all tea-producing countries. Not only the destruction incurred during the war and in postwar years had to be repaired—destruction which was very extensive, especially in the tea plantations—but also the blister blight disease overtook the tea planters at an extremely inopportune moment.

The estates' rehabilitation program was still far from completed when producers were struck by this tea leaf sickness, and undivided attention had to be given to the finding of suitable control measures. Other work, however urgent, had to be put aside in order to master the blister blight and to keep it in hand. The majority of producers were success-

By J. B. VAN DER KAMP,
Secretary, Algemeen Landbouw Syndicaat
Djakarta
Indonesia

ful, but not without heavy sacrifices—all this in a period of exceptionally low world market prices.

Unfortunately, a number of smaller estates in Java were not able to survive this trial. These mostly passed into the other hands and will in the future either supply the local market only or produce lower grades for export. Having been relatively cheaply acquired, these estates will probably stand firm under their new proprietors, but they will be more extensively exploited, in comparison with former years.

Those estates that weathered the hard times are not all in the same situation. The factors determining the position of each estate are site and height, the extent to which the estate has been rehabilitated; the quantity of tea leaf

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Regular Services from: HONG KONG • PHILIPPINES • STRAITS SETTLEMENTS • INDONESIA • COLOMBO
CALCUTTA • MALABAR COAST — to North Atlantic Ports of U. S. A.

BOYD, WEIR & SEWELL, Agents

24 STATE STREET, NEW YORK 4, N. Y.

BOWling Green 9-5660

Indonesia tea output, exports
(in 1,000 hkg.)

	Java	Sumatra	Total estates' tealeaf	Tealeaf bought from small- holders	Total Indonesia	Export in 1,000 hkg bruto
1946	98.345	38.547	136.892	27.080	163.972	144.788
1950	37.571	8.786	46.357	24.412	70.769	63.077
1951	53.117	14.893	68.010	25.015	93.025	90.673
1952	42.970	18.173	61.143	13.411	74.554	71.764
1953	43.594	18.342	61.936	11.620	73.556	65.137
first 5 months 1953	18.261	7.505	25.766	4.210	29.976	28.506
first 5 months 1951	22.716	8.432	31.148	6.472	37.620	35.212

1) Tentative figures.

it is able to buy from smallholders (on Java) to be processed together with the leaf harvested on its own plantations; the number of laborers; the attitude of the local trade union leaders; the number and standard of the (scarce) staff; the proprietor's outlook on the future.

The practical effect of these factors is that generally large groups of tea plantations can be distinguished according to a geographic situation whose economic position at the moment can be indicated as being situated between two extremes—stable and lucrative and labile and just covering costs.

High plantations in safe areas now find themselves in a "stable—lucrative" position, but the position of plantations in the lowlands is still rather vulnerable, because insecurity there is more serious, labor is less dependent, and the finished product belongs to a lower price class.

In the meantime, rehabilitation is in progress in technical as well as in economic respects. Much will depend on the question of whether the price level of the first half of 1954 will be allowed to continue and whether no further sudden increases in cost will occur.

Eventually, the question of whether the very necessary rejuvenation of the plantings can be effectuated will turn the scale. The expenditure for this purpose is heavy, whereas prospects are uncertain. The average entrepreneur, however, does not lose sight of the necessity for continuing the rejuvenation, and will go on doing everything circumstances will permit.

In the first place, as much as possible of the former area has to be recovered, then the recovered area has to be consolidated, and finally comes the rejuvenation.

The increase of the average yearly production per hectare is an indication of the rehabilitation's progress. For instance, the average Java—Sumatra hectare production in 1948 was only about 14 per cent of the average hectare production in South India. This compares with Java's 55 per cent and Sumatra's 70 of the average production of South India in 1951.

Such figures are not yet at our disposal for the years 1952 and 1953, but with regard to Sumatra it is certain that these percentages have in the meantime risen still further.

An idea of the general production and export situation of the Indonesian tea plantations can be obtained from the accompanying table. From these figures one can observe that only now, in 1954, the decline of the preceding two years has been overcome.

These are historic times for tea in the United States, but undoubtedly no less for tea in Indonesia. The combined

Greetings

to the 1954 Convention
Tea Association of U. S. A.

CLEMENT M. HAKIM Tea Importer

91 Wall Street New York 5, N. Y.

HOEGH LINES

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REGULAR SERVICE

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SINGAPORE, PORT SWETTENHAM, PENANG,
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EAST CANADA, U. S. NORTH ATLANTIC
and U. S. GULF PORTS

KERR STEAMSHIP COMPANY, INC.

General Agents

32 PEARL STREET, NEW YORK 4, N. Y.

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campaigns for the stimulation of the consumption of tea in the form of the successful Tea Council of the U.S.A., are to be deemed very important.

The producers of Indonesia are confident that their efforts to reinstate the production of Indonesia teas on a sound and broad base will be no less successful than the sales promotion for tea in the U.S.A.

instant tea

(Continued from page 36)

required need be prepared at one time. As an additional supply can be made instantly.

The market for instant tea has grown rapidly, and it is continuing to expand month by month. It is another manifestation of the national swing toward foods and beverages that combine high product quality and ease of preparation.

vital business . . . and good fun

(Continued from page 17)

work which rarely appears on the surface. For this service we have the efficient and ingenious talents of Gerry Brant, John Anderson and Cathy Walls.

All of this is workable only if the hotel management supplies the facilities in a cooperative manner. In this respect, we are extremely fortunate at the Mt. Washington Hotel, Bretton Woods. Manager Oscar Johnson is regarded as a top-notch man in this field. He is an idea man who knows practical application.

The plans are set. The rest is up to those who attend.

tea's ninth convention

(Continued from page 22)

ing organized by a committee headed up by Max Margolies, of the Tea Pack Co.

The social program will get underway Sunday, September

19th, with a cocktail party and buffet dinner sponsored by the allied trades. The cocktail party will be outdoors, if the weather permits, as will the hot buffet dinner.

Something new in social events for tea conventions will be Monday night's Waikiki Beach Party. The Tea Association will provide colorful paper "grass" skirts for the ladies—and the men—and a flower headband for the ladies. Paper leis will be available for everybody.

The evening will probably explode with some of the loudest sports shirts ever worn by men.

Tuesday night the New England Tea Trade Club will be host at an Evening in Paris. The tea folk will blossom out in paper berets, long cigarette holders and pom-pom rattlers.

Sports events will include the golf tournament, tennis matches and, of course, softball.

In addition, conventioners will be able to take advantage of outdoor swimming pool, riding, shuffleboard, horseshoe pitching, card games, movies and sightseeing in the spectacular White Mountains.

Program readied for 1954 convention of Tea and Coffee Association of Canada

Programs for business sessions and social events are being whipped into shape for the 1954 convention of the Tea and Coffee Association of Canada, being held at the Seigniory Club, Montebello, Quebec, October 4th-6th.

Among the speakers will be A. M. Wilson, executive vice president of the Salada Tea Co., Toronto; Lansing P. Shield, president of the Grand Union Co.; and Charles S. Watson, vice president in charge of public relations of O'Keefe's Brewing Co., Ltd., Toronto.

A ladies committee is working out events for the distaff side.

Further details are available from H. J. Badden, association secretary, at 1305 Metropolitan Building, Toronto 1, Canada.

Tea Council sets dates for 1955 promotions

The Tea Council of the U.S.A., Inc., has announced its 1955 calendar for two annual merchandising events.

For hot tea, "Take Tea and See Week" has been scheduled for January 14th-22nd. For iced tea, "National Iced Tea Time", will be observed July 8th-22nd.

Special point-of-sale material will be available free to grocers and restaurateurs from the Tea Council for both these events.

Greetings to the Tea Convention

JARDINE, BALFOUR INC.

71 Water St., New York 5, N. Y.

Importers of Tea

Telephone
BOwling Green 9-4350

Cables:
LEEWAY, New York

Members of the Tea Association of the U.S.A.

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MAILOOR

KOKAYAR ASHLEY POOKULAM

Agents in the U.S.A. and Canada
L. D. Seymour & Co., Inc.
120 Wall Street, New York 5, N. Y.

Over my cup of tea

This homely can of painted tin
Is casket precious in my eyes;
Its withered fragrant leaves within,
Beyond all costly gems I prize.

For in those crumpled leaves of tea,
The sunbeams of long summer days,
The song bird, the hum of bee,
The cricket's evening hymn of praise,
The gorgeous colors of sunrise,
The joy that greets each new-born day,
The glowing tints of sunset's skies,
The calm that comes with evening ray,
The chatter of contented toil,
The merry laugh of childish glee,
The tonic virtues of the soil,
Were caught and gathered with the tea.

Lifeless those withered leaves may seem,
Locked fast in slumber deep as death,
But soon the kettle's boiling stream
May arouse to life their fragrant breath.

With a sigh of deep content we breathe
The sweet mists rising lazily,
With eager, parted lips receive
The first ambrosial taste of tea.

For light and warmth and mood of men,
Whate'er the plant hath heard or seen
Or felt, while fixed in field or fen,
And stored within its depths serene,
Are now transmuted into thrills
Of sense or feeling, echoes faint
From peaceful, perfumed tea-clad hills,
From placid Orientals quaint.

And fancies born in other lands,
Which dormant lie in magic tea,
Dream-castles fair not made with hands,
By some mysterious alchemy
Emerge from cloudland into sight,
Transform the somber working world,
The gloomy hours of day or night
From leaden hue to tint of gold,
Bring rest to wearied heart and brain
Kind nature's soul to us reveal,
Enlarge the realm of fancy's reign,
Renew the power to see and feel
The radiance of the rising sun,
The sunset's glow, the moon's pale light,
The promise of a day begun,
The rest from toil that comes with night.
And as I sip my cup of tea,
Though not a friend may be in sight,
I know that a brave company
Is taking tea with me this night.

Charles J. Everett

Mauritius likes tea flavored with vanilla

A peculiarity of the tea market on the island of Mauritius is the demand for vanilla-flavored tea.

Flavoring is from a synthetic oil applied at the packaging stage. It is estimated that 20 to 30 per cent of all tea sold there is so flavored.

The vanilla is very pronounced and dominates the beverage. To the uninitiated, it is nauseating.

SEPTEMBER, 1954

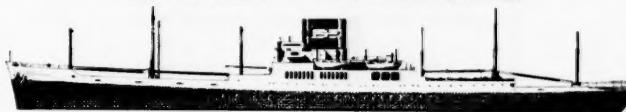


VIA

American President Cargoliner

More shippers specify "APL" Reefer Service than that of any other line serving the Orient. Our reefer boxes are individually controlled—and *guarded*—to hold any temperature between -10° and $+55^{\circ}$ F. Your customers also like the idea that we have the world's largest network of terminals and branch offices to facilitate their cargo movements. They know that in distant parts of the world we are staffed and prepared to give the same fine service as in the United States.

Got a Problem? Ask the Men at APL!



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Three trade routes: Round the World, Trans Pacific, and Atlantic Straits.

General Offices: 311 California Street, San Francisco 4. Branch offices in principal U.S. cities and ports throughout the world.

The INCOMPARABLE Combination!

SIELING'S ALL GLASS ICE TEA OLLA

With the new Health Approved PAF 6 Faucet

"The Most beautiful piece of equipment you ever laid your eyes on"

Can now be had in the FIVE gallon size
as well as the two and three gallon.

Write for prices and details

SIELING URN BAG CO.

927 W. Huron St., Chicago 22, Ill.

Tea premiums from •HARRY SKINNER CO. to fit your promotional campaigns

The following are just samples of the high quality premiums we offer in every price range. There are many others—pick your price range and inquire about the wide variety available to you.

under 50¢



QUINTUPLET CAN OPENER

All the ease and efficiency of the wall-type opener (without the necessity of cluttering or marring walls) plus unrivalled versatility found in no other kitchen utensil, combining bottle cap remover, anchor jar cover remover and screw driver.

\$1 - \$5

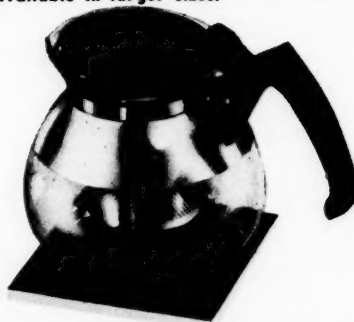


Boontonware SUGAR AND CREAMER

Here's an unbreakable sugar and creamer from the nationally advertised Boontonware line. This colorful set is styled to fit any serving scheme. Unsurpassed value backed by the reputation of America's leading manufacturer of Melmac dinnerware. And . . . they're guaranteed against breakage.

TEAKOE TEAMAKER

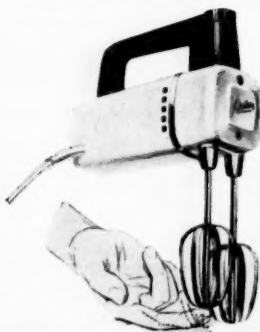
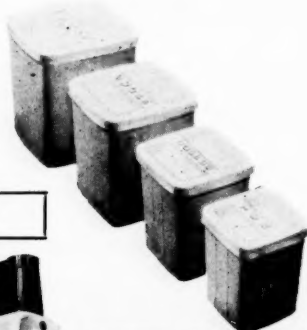
Now you can brew the right amount of tea to suit your needs. This Teamaker brews from 1 to 4 cups of delicious tea by the fusion method. The secret's in the stainless steel basket. Beautifully styled with Platinum Banded Pyrex glass. Gleaming black Bakelite handle and cover. Includes Table Tie. Teamakers are also available in larger sizes.



PLAS-TEX CANISTER SET

Canisters are of guaranteed unbreakable polyethylene in the latest, most wanted colors. Covers are in sparkling white with a smart, new embossed letter design. Designed to brighten every kitchen. Canisters available in red, yellow, coral, chartreuse and apple green—all with white covers.

\$5 - \$10



OSTER PORTABLE MIXER

Oster does it again . . . the newest, most practical Food Mixer with exclusive Knee Action self-adjusting beaters. This is the beater that reaches and mixes all ingredients . . . climbs the side of the mixing bowl . . . gets into the hard-to-reach corners — without scraping. Three recipe-tested speeds. Truly . . . there's no other mixer like it.

AS A SALESMAN'S INCENTIVE CUMMINS PORTABLE DRILL KIT

Your salesmen will go all out to win one of these 1/4" drill kits. Consists of over 30 pieces plus sturdy metal carrying case. Includes practically everything needed for home repair. Does just about everything quickly, easily. This is the ideal premium for your next sales contest. Write or wire for special prices.

T. HARRY SKINNER CO.
200 Fifth Ave., New York 10, N. Y.

Tea is growing . . . Keep it going

the premium tool in tea merchandising

By GORDON BOWEN, President
Premium Advertising Association of America

There is only one sound reason for using premium promotions in tea merchandising—to sell more tea.

This may sound like a fairly obvious platitude, but recently we've seen some tea promotions offered for a number of other reasons, including things like—

1. "... the competition is doing it;" or
2. "... we can't think of anything else and we just *must* do something new;" or even
3. "... my wife thinks this new tea-ball squeezer is the greatest ever."

The premium tool, properly used, has a great advantage: it gives the consumer an *extra reason* for buying your product; or it gives the dealer an *extra reason* for pushing your product by displays; or it gives your salesman an *extra reason* for selling more of your product.

If the premium is the *only* reason, there's something wrong somewhere—perhaps with the product itself, or its advertising, or the package—that no premium will cure.

Having said the necessary words of caution, let's look at what it takes to develop a good premium promotion for tea.

The first basic requirement for any successful premium promotion is a solid creative promotion *idea*. The impression that any wanted item of merchandise is a premium is less than half true. It is merchandise *plus* an idea that creates a premium.

The well-known Wheaties miniature license plate premium is an outstanding example of an idea which really caught fire to become one of the most successful mail-in premiums in recent times.

But the idea does not necessarily have to be one of novelty. It can simply be a way in which best to use premiums to tie-in with your product and your particular competitive situation.

There are as many ways to use premiums as there are promotion men. There are coupon plans, self-liquidating mail-ins, package band offers, in-store promotions, dealer awards, and dozens of other devices—each offering "that something extra" in a different way.

Which premium device is used when, depends on the particular job the premium promotion is being asked to perform in the overall sales and marketing picture. It

takes a careful analysis of each specific problem before that decision can be made.

If the objective is to keep dealer reorders flowing without an "out-of-stock" time lag, perhaps a dealer premium plan with valuable coupons packed in each case is the answer. On the other hand, if it is extra display at a particular time that is required, then a "one-shot" premium offer or a contest might be best.

In the case of stimulating consumer purchases, there is a wide choice of premium plans. The self-liquidating premium (an offer in which the price the consumer pays covers the cost of the article as well as postage and handling), and the package tie-in (where the premium is attached to, or displayed with, the package), can each provide an important "shot-in-the-arm" where it is most needed.

A coupon plan, on the other hand, encourages steady purchases and discourages brand-switching.

Let's look for a moment at the premium merchandise itself.

There are two key requirements for a premium in today's market. The first is quality, the second is value.

No longer is it enough, if it ever was, to offer the housewife or dealer a premium which "looks good" but is inferior in quality. Today's buyers' market is an educated market which can very quickly tell and reject an inferior product.

This buyers' market is a value-conscious one, too, and knows the fair value of a product. A premium advertised as a "10.00 value for only 39¢ and a box-top from Xeno Tea" will very soon boomerang on the advertiser.

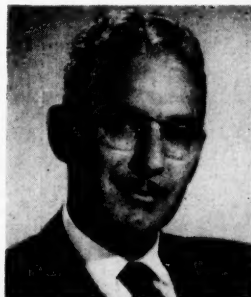
On the other hand, a quality premium at a fair value properly promoted can do a great deal to ease a "soft" selling situation.

A recognized brand name helps to establish the worth and value of the premium in the consumers mind, but it is not always essential. Of more importance are the creative *idea* and the selection of the proper *plan*.

The coupon plan, whether dealer or consumer, requires long-range planning and operation. A number of firms, including the company which I head, The Premium Service Co., operate coupon plans for advertisers in order to relieve them of the mass of detailed operations which such plans entail.

But the pay-off in a well run premium coupon plan is especially enticing for a competitive product such as tea. Once started on saving coupons, the consumer is less likely to succumb to the blandishments of a competitor's promo-

(Continued on page 51)



Tea is growing . . . Keep it going

tea is big business on the home service routes

By GEORGE F. HELLICK, Jr., President
National Retail Tea and Coffee Merchants Ass'n.

Tea has always been an important commodity to the members of the National Retail Tea and Coffee Merchants Association.

Tracing the story of the industry to its founding, we find in the early days that tea was always incorporated in the company name. In fact, our own company was originally incorporated as the George F. Hellick Tea Co., and in 1921, after coffee had become a more popular drink in the American home, we followed the trend of the times and changed our name from tea company to coffee company.

It is a significant fact, however, that a large number of the members of the National Retail Tea and Coffee Merchants Association still retain "tea company" in their incorporated name and trade mark. It is also paradoxical that a very great volume of coffee has been sold at retail under the trademark of various tea companies.

Tea sales have always continued to be an important part of the volume of our industry, and our members—operating upwards of 6,000 routes, serving 3,000,000 housewives direct in the home, throughout the United States and Canada—certainly do have a tremendous influence on the sale of tea.

Our member's routes are established so each salesman calls in each customer's home once every two weeks. In other words, we make 26 calls a year in each customer's home.

The methods of promoting tea sales are many and varied. Every route salesman on all his sales calls regularly tries to establish tea as part of his standing order. To help increase volume for seasonal purposes, an added premium is given to the customer who purchases tea at that particular time.

Some of our members use basket streamers. These streamers are fastened to the outside of the display basket which all route salesmen carry into the home. The tea message is therefore carried not only into the home where he is selling, but also to everyone whom he passes while making deliveries. Basket cards are also used as a form of visual aid to supplement the spoken word of the salesman.

Our continued sales are dependent not only on good service regularly, but also on selling quality merchandise. Inasmuch as our members each have their own private label brand of tea, that brand must be of high enough

quality so that it will continue to be a repeat sale and our customers will automatically think of tea purchases from "the tea man."

All of our sales promotions and selling methods supplement the tea story as told nationally in the promotions of the Tea Council, in television or other national advertising. Our salesmen are selling the customer direct in the home, and the relationship of buyer and seller exists over a period of years. It is not unusual to have customers served regularly for 10, 20 or more years. For this reason, there is a bond of confidence established between the customer, the route salesman and the individual member companies of our association.

With this established relationship between buyer and seller, we cannot help but create additional demands and sales of tea, and we are looking forward to continued co-operation with the tea industry in selling the merits of tea, either as a hot beverage or cold.

The end result can only be an expanded market, with a greater demand by the consumer for tea.



**the premium tool
in tea merchandising**

(Continued from page 49)

tions and the dealer is less likely to neglect to reorder your product because a competitor's salesman has just loaded him up.

A good self-liquidator, on the other hand, can do an impossible job in moving more packages of tea faster on a national basis for a short period of time.

So much has been written and said about self-liquidators that any discussion here would be superfluous. But it is important to remember that a successful promotion of this kind must have not only a good idea, high quality and desirable value—it must also be *timed* just right and coordinated with the right kind of distribution, promotion and advertising.

The in-store premium offer is a more flexible device, although its per-unit-sold cost is slightly higher. However, a sound in-store premium offer more than makes up for its cost by the fact that it can be used where and when it is needed most.

One kind of in-store promotion in wide use in the tea industry is the "package tie-in," with the premium actually attached to the package of tea by a band, Scotch tape, or a special packaging device.

The package tie-in has the great advantage of concentrating all the impact of the promotion at the point-of-sale. Its impulse-selling value is exceptionally high and dealers

Tea is growing . . . Keep it going

are therefore more apt to give extra space to a premium display than to any other kind of promotion.

Package tie-ins using articles which ordinarily come in sets, like iced-tea glasses or silver teaspoons, can also encourage larger unit purchases at one time, since the housewife is apt to want to acquire a set by buying several packages of tea.

A package tie-in premium must be carefully selected. It cannot be a product where the banding is apt to deface the package, nor can it be clumsy when banded so that the grocer will have trouble stacking it on the shelves.

In general, "no extra work for the grocer" is a sound maxim to follow in setting up in-store promotions.

But this is by no means a hard-and-fast rule. Recent tea promotions have demonstrated that the grocer is more than willing to cooperate with a profit-making premium promotion, even if it does entail extra handling. Both C. W. Antrim & Sons' Old Mansion Tea and Ranney-Davis Mercantile Co.'s Santa Fe Tea have recently used iced-tea glass promotions which required extra handling by grocers, both with good results.

There is one more requirement which applies to self-liquidating premiums, but even more so to in-store promotions and package band offers. The item selected as a premium must sell itself as much as possible. If it is a premium which requires a lot of explanation, much valuable advertising space is lost which could be devoted to selling the product.

Furthermore, a premium used in an in-store promotion

(Continued on page 55)

DISH CLOTHS MAKE GOOD PREMIUMS

*Be sure
they're Morgan-Jones*

For full information write:
58 Worth St., New York 13, N. Y.

Tea is growing . . . Keep it going

"how we buy premiums"

By JACK ELMER, Premium Buyer
The Grand Union Co.

The tea and coffee business is fun—and exciting. To me, a premium buyer, the culmination of all the efforts of buyer and seller is our twice monthly

merchandise meetings. The final selection of goods is a "family" affair with us, and every department head attends to express his comments, experience,

and predictions on the items presented.

Every item has behind it a letter, a phone call, a story, a personal call—or several of these—and much preliminary sorting and sifting of goods. The final decisions come after several hours of deliberation and cups of coffee, and then the wheels of contracting for the goods, merchandising, advertising and promotion begin to grind to turn this item into one tailor-made for the Grand Union Route Man.

While the name "premium" is sometimes misleading to the new supplier, salesman or representative, it is still the best description of the manner in which we use goods.

I don't think you can buy without

REGENS

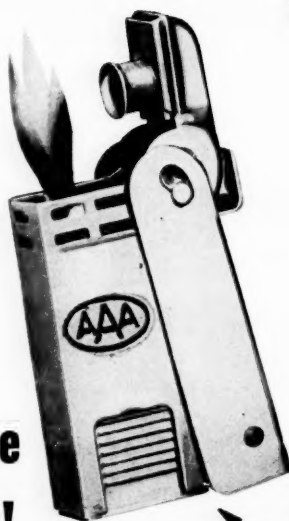
FULLY AUTOMATIC • WINDPROOF

AMERICA'S POPULAR
DUAL-PURPOSE*

Lighter

UNCONDITIONALLY
GUARANTEED
MADE IN U. S. A.

THE PERFECT
PREMIUM at the
PERFECT PRICE!



Just PRESS — IT LIGHTS
RELEASE — IT CLOSSES



* for cigarette
and cigar
smokers

* for pipe
smokers



REMOVABLE TANK
makes filling easier...
prevents overflow on
spark wheel and flint.
One filling lasts longer.
Ideal light for pipes.

Fully Automatic — Windproof — Precision Built
Every Light Brings Your Product To Mind!

Positive Corporate, Product or Trade Mark long life identification . . .

EMBOSSING or DEBOSSING with or without color filling.

ELECTRO-ETCHING in color both sides—no extra cost.

INK PRINTING—Soldering of emblems on any kind.

THE BEST VALUE . . . THE BEST PRICED LIGHTER FOR PREMIUMS

"IF IT'S A REGENS — IT LIGHTS"

For full information and prices, contact
your specialty jobber or write to:

REGENS LIGHTER CORP. • 580 Fifth Avenue • New York 36, N. Y.

(How does a leading retail tea and coffee firm buy its premiums? Here's a detailed answer, published here by special arrangement with *The Teacup*, official organ of the National Retail and Coffee Merchants Association.)

being a good seller and it gives me a great deal of pleasure to have a new salesman come in and after a while say "Well, now that you've sold me on tea and coffee companies in general and Grand Union in particular, how about letting me try to sell you something?"

We buy items with a retail value of 39 cents to 79 cents for use as "impulse" items. These are comparatively easy to find, and may be small utility items, figurines, salt and pepper sets, etc.

Sometimes a supplier has an item for this price range that he has never shown us merely because he thought we couldn't sell it. Such items as hand aids, scotch tape and simple sewing items come under this category, and are very good.

We stay away from useless gadgets and "objets d'art."

Hardest category to buy for is our "combination special" or "deal" item. This method of merchandising, wherein we take an item with a selling price of one dollar—add to it some of our fine groceries, and then make a special price for the whole combination, is awaited just as eagerly by our men as by our customers each two weeks.

The man is selling newness (the item); repeat business (the groceries) and special price (always a good clincher).

Many of the good dollar items have felt the pinch of shortages, labor increases, etc., so that now they are tagged retail-wise at \$1.19, \$1.29, \$1.39. This is too high for our purposes, hence many good items are eliminated.

We would rather look for new fields to conquer in types of goods than to try and convince our customer that she should buy what we consider a dollar value for more than this amount.

In the past two years we have found quite a few items that retail from \$1.50 to \$2.00 which are too high for our "combination specials" and too low for our premium offerings. We buy a smaller quantity of this item and feed it out as plus business, to be collected in cash whenever possible or for judicious use on the premium account.

Each two-week selling period a new premium item retailing at \$3.00 or more is featured and carried by the men. If it is good enough, it may be added to the regular premium line at a later date.

Here we use all the tricks of the trade—samples for the men or their wives, coffee stuffers, basket cards, contests, and other incentives which may fit the situation.

We like utility items for the home, but this diet must be varied for the route man and the customer. We have been quite successful with some clothing items for the customer, and I feel certain that we have made quite a few husbands happier with our home service through our sales of mens shirts, jackets, shavers and the like.

Toys are a category all by themselves, and we feature this type of goods from September to December in all price ranges. This is big business, and eagerly awaited by our men.

The previous discussion on types of goods gives some idea of the way we buy and merchandise. All the basic principles of buying, such as appearance, packing, size, margin, seasonableness, value, competition, sampling, freight, time to demonstrate, are considered before a purchase is made.

Sometimes we like an item but don't quite have the courage of our convictions to commit for a large quantity. Here we test. This is a time-consuming procedure and unless done properly can be a complete waste of time. Many fine items have proved themselves in this manner, however.

Our sales goals are based a great deal on the success of all the new items we feed in. However, the importance of the "bread and butter" items cannot be overlooked. We maintain a four week supply of over 200 premium items, and this is the backbone of our premium business. Nothing can do more harm to the route man's morale and pocketbook than not to receive the goods he has already sold. We work very closely with our suppliers and their service is excellent.

Let me extend the regards of the entire Grand Union Family to all the readers of this article and my thanks for making the tea and coffee business fun—and exciting, too!

Folger promotes Larson

■ M. L. "Mel" Larsen, of Folger's, has been promoted to district supervisor of the northern California division of the Company. Larson has been with the company for 13 years.

SEPTEMBER, 1954

When selecting business gifts, premiums or prizes...

R E M E M B E R :



**BELTS
BUCKLES
WALLETS
TIE BARS
CUFF LINKS
AWARD PINS
SUSPENDERS
SPECIAL JEWELRY
TRAVEL KITS
MONEY CLIPS
KEY CHAINS
LIGHTERS**

A New Catalog of PREMIUM SUGGESTIONS

is now available.

Send for yours,
TODAY!

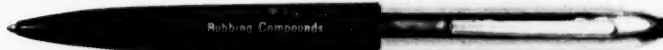
*From \$1 to \$1000 retail. For catalog and further information, write or phone Charles Yelin, Hickok Manufacturing Co., 425 Fourth Ave., New York 16, N. Y. LExington 2-7772.

**IN PREMIUMS
AND PRIZES IT'S...**

HOUSE OF FINE GIFTS
HICKOK

Makers of World Famous Hickok Belts

Put your message on this promotional retractable
BALL PEN



Press the button to write and the clip to retract.

Quantity	100	250	500	1000	2500	5000	10000
Each	.23	.22	.21	.20	.19	.18 1/2	.18

The above prices cover from 1-4 lines of imprint.
Call in your local Advertising Jobber or Agency to see samples.

For complete catalogue write to

Frederick Hornik

309-11 Fifth Avenue, New York 16, N. Y.

ATT: Mr. A. Babbitt—Premium Dept.

B&L PRESENTS...
The **HIT PARADE OF**
BEST SELLERS!!



VILLA
The ORIGINAL
FRENCH FRY POTATO CUTTER

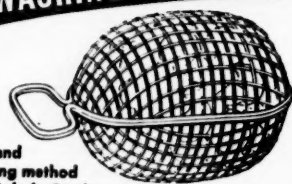
with fully tapered and sharpened blades.
Gleaming Non-Rust Finish
Individual Multi-Color Gift Carton
MODEL 25 for 25 FRENCH FRY CUTS
Now with Sheffield Stainless Steel Cutter
Blades.

\$2.98 ea.
LIST

Salad
WASHING BASKET

Most
efficient and
time saving method
to wash Salads, Berries,
Vegetables, Unhinges for
easy storage.

Finish: Dipped in colorful neoprene
plastic, (Red, Yellow or White)
Individually Packed **\$1.79**
in Polyethylene Bags. **list.**



THE NEW! AUTOMATIC
ALL PURPOSE
CHROME PLATED
SNACK-FORK



Easily spears Olives, Cherries, Pickles,
Butter Squares, Cold Cuts, Meats,
Cheese and releases quickly by press-
ing plunger action push button.

Measures 5-3/4" long. Highly pol-
ished Chrome Plated stem and prongs
with colorful plastic push button top.
Snack-Fork is an attractively made
precision item. Weighs under 8 oz.

98¢ **list**

BELF & LUSTIG
SOLE UNITED STATES REPRESENTATIVE
23 PARK PLACE, NEW YORK 7, N.Y.

Specially Priced
For Premium Use.

Tea is growing . . . Keep it going
tea premium offers

Here is a sampling—not in any way
a comprehensive list—of premiums offered
by tea packers in various parts of the
country.

This publication's fifth annual survey
of premium trends in the coffee and tea
field (reported in the June, 1954 issue
of *Coffee & Tea Industries*) revealed that
premium budgets were bigger in the tea
trade this year, compared to last. This
was true both in amount and in proportion
of gross sales.

Tea packers were swinging to premiums
to give greater momentum to their brands
in an expanding market.

The survey report emphasized that
"tea is a 'growth' product today. National
sales are climbing at an increasing
pace. Within the industry optimism is
high and merchandising is strong, aggres-
sive and confident. In this atmosphere,
management likes the directness and power
of the premium promotion."

Certified Grocers gives British
teapot as tea purchase premium

The most natural of tea premium—
a teapot—was offered in the Southern
California area by members of the Certi-
fied Grocers of California.

The premium was made available with
Perfect Host packages of 48 tea bags.
That's Certified's own brand.

The teapot was an original British
Rockingham product. It was promoted
as normally retailing for \$1.29 to \$1.39.

In the premium deal, it was offered
for 59 cents—that is, 98 cents for both
the teapot and a 48-count package of
the Perfect Host tea bags.

The imported teapots cost Certified
members 52 cents each, it was reported.

The premium offer was part of an
accelerated program in this direction
by Certified members. They also ran
a successful offer of perfume as a pre-
mium with the firm's own bag coffee, roas-
ted in Certified's plant.

Last year, Certified members disposed
of 14 carloads of china in a special offer.

Bru-o-lator teapot offered
by McCormick & Co., Inc.

Another teapot offer was the one made
by McCormick & Co., Inc., Baltimore,
Md.

This teapot was a Bru-o-lator.
McCormick advertised the product as a
\$3.50 value which was available, with
the purchase of McCormick Tea, for only
\$1.25.

Handling the promotion was Cecil &
Presbrey, McCormick's advertising
agency.

Re-use glass in deal

on French Market Tea

A promotion which is a classic example
of the premium going with the product
was run by the American Coffee Co., Inc.,
New Orleans, La., on its French Market
Tea.

The tea was packed inside the premium,
a reverse of the more usual method of
attaching the other types of premiums,
in direct distribution, to the tea package.

In this case it was possible because the
premium was a 16-ounce strawberry-
decorated glass. The tea was packed
inside the glass.

Ehlers packs tea in tumblers

in direct premium promotion

Another example of the product with
the premium was the promotion conducted
by Albert Ehlers, Inc., Brooklyn, N. Y.

Here, too, the tea was packed inside
the premium—a decorated tumbler.

Promotion emphasized the fact that the
tumblers made attractive glasses for
household use.

Pack of playing cards

in Forbes Tea & Coffee

A pack of Congress playing cards was
the center of a premium promotion con-
ducted by the Jas. H. Forbes Tea &
Coffee Co., St. Louis, Mo.

This was a combination deal, not a
giveaway.

The consumer could get the pack of
cards for 25 cents, plus 16 coupons.

Steak knife was Lipton

iced tea promotion

Thomas J. Lipton's summer iced-tea
promotion featured the offer of four
Quikut steak knives for 75 cents and a
boxtop.

Lipton backed the campaign on its
CBS radio & television *Talent Scouts*
and in both newspapers and magazines.

Ball-point pen in Boscul Tea

offer; enclosed in package

Distribution of the premium with the
product was the method worked out by
the Wm. S. Scull Co., Camden, N. J.,
on a recent premium deal.

A ball-point pen was the premium.
Distribution was simple. The pen was
enclosed in the package of tea.

Backing the premium promotion were
newspaper advertisements.

R. K. Porter heads Lipton's Canadian operations in new post

Robert Keith Porter has been named vice president and general manager of Lipton, Ltd., Canada, according to an announcement by executive vice president Carl I. Wood. Mr. Porter is also a member of the board of directors of the Canadian subsidiary.

In the newly created post, Mr. Porter will be responsible for coordinating all of Lipton's Canadian activities. This includes manufacturing and administration, of which Clark W. Abernethy is general manager, advertising, headed by A. E. Foord, and sales, managed by A. A. Duncanson.

Mr. Porter is a graduate of the University of British Columbia in Vancouver. He served with the Canadian Armed Forces from 1942 to 1946 and held the rank of captain upon his discharge.

ILO team learns how Burmese make country's pickled tea

A team from the International Labor Organization, touring the Shan states of northeast Burma, learned firsthand how the popular pickled tea of that country is made.

"Pickled tea is eaten as a salad after dinner, usually to stimulate digestion," said Cecil R. Crews, United States member of the team.

"The process starts with the sorting of the leaves, which are then steamed in a huge kettle over a fire. After this, the steamed leaves are rolled and kneaded by hand and

Tea is growing . . . Keep it going

the mush which results is put into a basket and left for five days. The baskets are then emptied into a large pit dug in the ground, stamped over and covered with water. It remains in the pit for seasoning from four months to one year.

After watching the pickling process, Mr. Crews doubted whether he could ever accept the tea "as a salad to assist my digestive processes."

the premium tool in tea merchandising

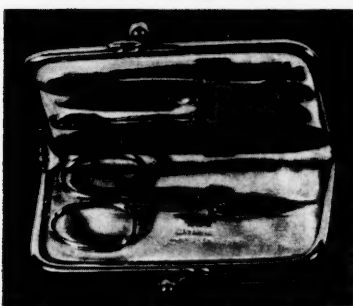
(Continued from page 51)

should be one which is capable of attracting the shopping housewife almost instantaneously as she passes the display. If there is a natural association with the product, like teaspoons or glasses, so much the better. But the natural association is not as necessary as the ability of the premium to sell itself.

The use of premiums in tea merchandising is growing in volume each year, paralleling the growth in the use of premiums in all phases of distribution and selling. During 1954, American business and industry will spend about \$1,500,000,000 on premium promotions and merchandise.

Like every other "boom" period, this premium boom has led to some excesses and some misapplications. But the premium tool is basically sound in offering an extra reason to buy or to sell. Soundly used, it can and does make a contribution to increasing the sale of tea in the U. S.

Popular Gift Premiums



Imported leather manicuring sets of finest Solinger make.

JOBBERS

Send for 1954 brochure on our complete line of imported manicuring sets. Also comb and file sets and money clips of our own manufacture.

Made Right—Priced Right

SPELREIN IMPORTING CO.

1265 Broadway, N.Y.C. MU 3-9275

SMASH HIT PREMIUM OF THE SEASON!

Genuine Bausch & Lomb

MAGNIFIER

FIRST
TIME
OFFERED!



Actual
Size

ONLY
\$26.40
PER
HUNDRED

Wow your friends and customers with this amazing quality 4-lens all-purpose MAGNIFIER. Mail it taped to a letter for 3c. Surprising price includes your imprint in choice of any color. Costs less than most Christmas cards. Minimum order 250. Write on your letterhead for FREE sample or order direct NOW. No greater offer anywhere!

BAUSCH & LOMB OPTICAL CO.
51954 BAUSCH ST., ROCHESTER, N. Y.

Kenway's

PREMIUM GLASSWARE

Ashtrays • Drinking Glasses
Salt and Pepper Shaker Sets
Shot Glasses

Also Metal Ashtrays
Kitchen Match Safes

Fired at high temperature to fuse the quality ceramic paint into the glass, making it as permanent as the glass itself. Cannot be washed or scraped off.

Our 3-way No. 711 (illustrated at top) is imprinted on the rim, on the bottom or on both rim and bottom. This ideal long-lived, low-cost advertising item is exclusive with us.



Kenway metal signs are silk screened in any number of beautiful, brilliant colors. Jobbers inquiries invited.

Write today for free catalog.

BERLEKAMP CORPORATION

1324 Sycamore Street • Fremont, Ohio

Tea is growing . . . Keep it going

how to build your sales volume

"Tea is growing . . . keep it going!"

To keep it going, every packer will have to move his activities onto higher levels in two ways: 1. In his participation in the industry's promotion; 2. In the impact of his own brand selling.

Material on the first of these two phases is presented elsewhere in this tea convention issue. Below is a check-list to help you tighten up on phase two.

It's from material prepared by Robert E. Williams, executive secretary of the Association of Consulting Management Engineers, for the Small Business Administration, Washington, D. C.

It's a cliché, but it's worth saying again: many of today's salesmen have forgotten how to sell. Or, as so many people have pointed out so often, some of today's salesmen never knew how to sell, because they never had to know how.

The sales organization will need to be planned for the future. A couple of years from now, some of your salesmen may have to be sales supervisors. Any plan of selection and training should take this into account, and should provide an adequate number of men who can grow into managerial jobs.

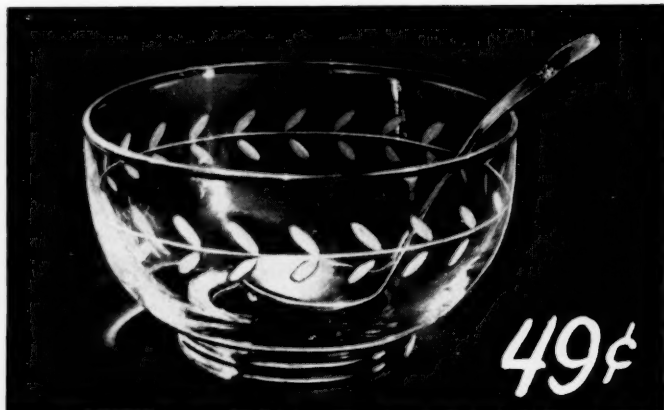
You cannot do a thoroughly good job of pepping up your sales department for competitive days without re-considering sales quotas and compensation. If these are unsuitable, you cannot attract or hold good salesmen, and you cannot build up the volume you may need.

One further aspect of sales management is due for a lot of improvement. Selling the item is not the whole story. After it has been sold, it must be delivered to the buyer at the right time, in the right place, and in the right quantity. Among other things, this means improved methods of entering and handling orders, better sales reports and forecasts, better warehousing, better scheduling and shipping, and in some cases, better service to the customer after the product has been sold.

In recent years, the planning and management of advertising have tended to become lackadissical. A good many ads are "cute" or nonsensical, and seem to have been put together by one copywriter for the amazement of other copywriters. A lot of advertising space and time are wasted, because the advertising manager wants to use up his budget, and isn't too careful about whether he is reaching his market.

In some companies the authority for advertising and sales promotion is delegated to a second-rate employee,

The New Premium...that will "Bowl" 'em over!



cut crystal clear sauce bowl and silverplate ladle set!

A real sales builder . . . a premium women treasure! Traditional Laurel design with handsome ladle. Large 4-11/16" x 2-1/2" 16 ounce bowl.

At an amazingly low price of \$5.80 per doz. (orders restricted to 400 doz. or more). Packed individually in re-shippers—no charge.

\$1 per cwt. freight allowance, U.S.A. only, excluding Hawaii and Alaska.

Snap-on metal caps at small extra cost.

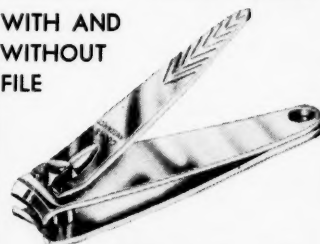
GLASS CARVERS GUILD • 342 Page Ave., Webster Groves 19, Mo., WOODLAND 2-1265

COOK'S

BUSINESS GETTERS

NAIL CLIPPERS

WITH AND
WITHOUT
FILE



... and **POWERFUL PETE**
4-way pocket

SCREW DRIVER WITH KEY CHAIN

BOTH ITEMS
WITH OR
WITHOUT
IMPRINTING



Write for

FREE SAMPLES AND DETAILS

THE H. C. COOK CO.

44 Beaver St.

Ansonia, Conn.

because the management does not have much faith in advertising—or doesn't really understand it. Management's part in advertising then consists of keeping the second-rater in line.

If you know your market and the characteristics of your buyers, advertising and sales promotion can be effective selling tools. But they do not function all by themselves. They contribute something only if they are carefully fitted into the overall selling plan.

Before your organization is prepared to "get out and sell," you will need to make some kind of appraisal of your competitive resources. You need to know the strong points as well as the weaknesses, because you want to build on one and get rid of the other.

Here is a check list of questions you can ask yourself to help to put your finger on strong and weak points in your sales management, and to show which direction your plan for improvement ought to take.

Goals and Product Lines

- ☐ ☐ Do you know what your break-even point is?
- ☐ ☐ Have you established sound sales budgets and quotas by product lines and by sales territories?
- ☐ ☐ Have you analyzed whether you should go after more sales in all lines, or should you emphasize certain lines?
- ☐ ☐ Are you getting a satisfactory share of the business in your industry? Do you know the trend?
- ☐ ☐ Are your products competitive in quality and design?
- ☐ ☐ Do you have a sufficient number of items without too many?

Tea is growing . . . Keep it going

- ☐ ☐ Do you need new products? Do you have the right price line set-up to be competitive?
- ☐ ☐ Is your packaging satisfactory in all respects? (Consider manufacturing, shipping, and merchandising requirements.)
- ☐ ☐ Are your terms of sale right?
- ☐ ☐ Do you make a reasonable net profit on each dollar of sales volume above the break-even point? Do you know how this total breaks down by items?

The Markets and Competitors

- ☐ ☐ Do you know your total sales potential, and do you know it by territories?
- ☐ ☐ Have you minimized any tendency for transportation costs to limit your opportunities?
- ☐ ☐ Does your warehousing system fill today's market?
- ☐ ☐ Do you have natural advantages over your competitors? Are you making the most of them? Are you sure you know?
- ☐ ☐ Have your competitors any advantages over you? Are you doing all that you can to overcome them?
- ☐ ☐ Do you know your competitors? Are you on friendly terms with them? Should you be?
- ☐ ☐ Is new competition—direct or indirect—foreseen so accurately as not to threaten your market?
- ☐ ☐ Do you utilize market research to get facts before you plan sales moves?

P

**ROFIT
ACKED
ROMOTIONS**



☆ **Kitchen Tools**
LIQUIDATORS

☆ **Barbecue Sets**
DEALER LOADERS

☆ **Bar Sets**
SALES INCENTIVES

☆ **Salad Sets**
EXECUTIVE GIFTS

☆ **Cutlery**

Popularly priced . . . individually boxed . . . gleaming, quality stainless kitchen tools with Formica handles for discriminating homemakers . . . designed for volume sales . . . ALLways.

Write for Catalogue

FAMOUS

PARKER • GAINES

STAINLESS STEEL SPECIALTIES

38 On 31st Street
Long Island City 1, N. Y.

Hallite

BY **WEAR-EVER**

The finest, most popular cooking
utensil premium on the market today

**strikingly beautiful
cooks superbly
copper-colored covers
that can't tarnish
extra heavy
special alloy**




*Complete range of sizes,
available as individual
pieces or packaged sets.*

The Aluminum Cooking Utensil Co., Inc., New Kensington, Pa.

Tea is growing . . . Keep it going

- ☐ ☐ Do you study markets before you undertake product development?
- ☐ ☐ Do you coordinate sales and manufacturing through market research?
- ☐ ☐ Do you get market facts before you plan your advertising?

The Selling Organization

- ☐ ☐ Do you have enough sales outlets? Are they properly located?
- ☐ ☐ Do your outlets fit your kind of market so well that you have no need for better or different ones?
- ☐ ☐ Is your product line attractive to the dealers you have or would like to have?
- ☐ ☐ Do you help your dealers to move your products?
- ☐ ☐ Do you have enough salesmen without having too many?
- ☐ ☐ Are your salesmen properly trained? Are they effectively supervised?
- ☐ ☐ Is your compensation plan effective in amount and in method of determination? Does it contain incentives to do a good job? Does it encourage quick sales at the expense of future business?
- ☐ ☐ Are territories well laid out? Are you sure you know?

- ☐ ☐ Do you have an effective system for selecting and hiring salesmen?
- ☐ ☐ Do you have a consistently low "turn-over" of salesmen?
- ☐ ☐ How is the morale of your sales organization?
- ☐ ☐ Do you know where you are gaining or losing ground, by territories, customers, and products?
- ☐ ☐ Do your sales supervisors and managers spend enough time with your salesmen?
- ☐ ☐ Do you direct your salesmen wisely in terms of how much of their own planning they should do? Should you continue in just this way?
- ☐ ☐ Do you handle inquiries, orders, and correspondence quickly and accurately?
- ☐ ☐ Do you have satisfactory technical material about your products, and is your sales service as good as it should be?
- ☐ ☐ Do you spend enough on advertising to make any substantial impression on your market?
- ☐ ☐ Are you spending your advertising money on the right media? Are you sure you know?
- ☐ ☐ Do you supply adequate promotional materials?
- ☐ ☐ Are your advertising and promotional expenditures consistent with direct selling expense?
- ☐ ☐ Do you coordinate advertising and promotion with personal selling? Do your salesmen make the most of it?
- ☐ ☐ Do your salesmen have good sales kits? How often do you check up on their effectiveness? Is this frequent enough?

If you can answer "yes" to all of these questions, keep

"QUEEN ANNE"

PLASTIC COATED HAND PRINTED CLOTHS

PALM SPRINGS is a fine cotton cloth, coated with a special transparent plastic to make stain resistant. Coating can't be noticed. Guaranteed against cracking and peeling.



An ideal premium item. Available in Grey, Blue, Dark Green, Red and Gold. Can be washed and ironed in a jiffy like any ordinary tablecloth. One of many smart styles.

DINKELSPIEL & CO., inc.

6029-31 HUDSON AVE., WEST NEW YORK, N. J.
NEW YORK OFFICE: 303 FIFTH AVE.
BOSTON: 115 CHAUNCEY ST.
CHICAGO: 300 W. ADAMS ST.

"PALM SPRINGS"

52"x52"

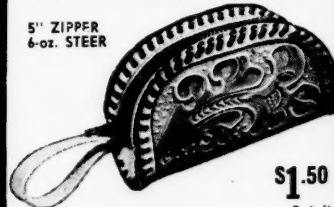
52"x70"

KID CATCHERS!

GENUINE STEERHIDE GIFTS FROM OUT OF THE WEST.

TOM THUMB PURSE

5" ZIPPER
6-oz. STEER



\$1.50

Retail

For women and girls. A real sensation that takes your premium offer out of the ordinary. Write for FREE SAMPLE.

CACTUS KID BOY'S BELT

What boy wouldn't give his marbles to get this 1 1/2" trophy belt from TEXAS! The real McCoy. Write for FREE SAMPLE.

\$1.25 RETAIL

Sizes 20-30 only



Write today for catalog. Mention this ad to get free samples of merchandise illustrated here.

CARDAT LEATHER GOODS CO.
P.O. Box 791-S Fort Worth, Texas

Tea is growing . . . Keep it going

Tea Movement into the United States (Figures in 1,000 pounds)

	May 1953	June 1953	July 1953	Aug. 1953	Sept. 1953	Oct. 1953	Nov. 1953	Dec. 1953	YEAR 1953	Jan. 1954	Feb. 1954	Mar. 1954	April 1954	May 1954	June 1954	July 1954
Black																
Ceylon	3,368	3,678	4,060	4,036	4,832	3,976	1,831	2,575	45,675	3,093	3,756	4,401	7,062	6,749	4,742	1,585
India	3,288	2,524	2,591	1,432	2,334	3,817	2,335	3,107	37,532	4,048	4,049	5,129	6,432	3,945	3,167	1,588
Formosa	238	52	130	138	159	221	305	404	1,874	469	355	137	131	8	92	730
Java	543	513	783	337	416	758	527	528	6,714	700	904	1,330	1,165	1,114	1,167	882
Africa	781	498	230	157	327	406	87	112	3,786	66	272	710	517	733	1,272	708
Sumatra	705	341	439	164	346	518	420	239	4,458	613	593	497	260	629	494	280
Misc.	62	45	139	32	106	102	368	121	1,417	405	306	180	431	845	274	253
Green																
Japan	107	87	185	699	779	314	214	42	2,698	459	60	57	184	226	328	371
Misc.	47	15	...	10	50	49	68	5	312	31	5	5	43
Oolong																
Formosa	...	3	1	17	45	53	61	89	266	14	27	11	49	12	21	20
Canton	1	18	4	15	11	2	34	1	6
Sentd Cntn	2	8	15	5	...	35	2	...
Misc.	6	25	4	62	8	3	3	18	2
Mixed	...	2	2	27	5	22	135	2	4	18
TOTALS	9,164	7,758	8,561	7,061	9,410	10,262	6,237	7,536	104,998	9,876	10,315	13,207	16,266	14,285	11,584	6,468

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

on doing whatever you are doing.

If you must answer "no" to some; if you don't know the answers to some; or if the text preceding the questions has pointed out some opportunities for improvement, then you have a job to do. Do it now.

Six stages for Japan green tea

Green tea manufacturing in Japan requires six stages, according to an article by the Shizuoka-ken Export Tea Association in Tea Trade and Industry, Calcutta.



HANSON

Weighmaster Bathroom Scale

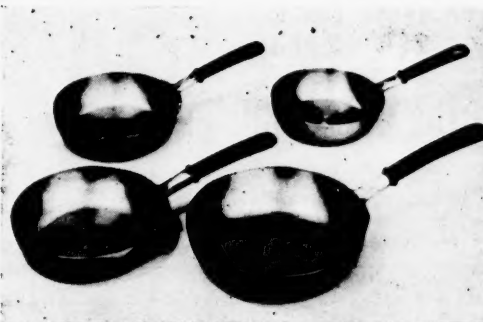
Here's the new Hanson Bath Scale—new design, new balance action, new in every way! Extra thin, low and wide, it hugs the floor . . . safe, yet it offers the same precise accuracy that has made Hanson Scales famous for three generations. Magnifying lens with V-pointer eliminates squinting and stooping. An ideal personal scale for the whole family. Makes a welcome gift, too!

In white, colors and all-chromium, with rubber platform surface.

HANSON SCALE CO., Northbrook, Ill.
(Est. 1888)



Housewives GO for these practical premiums!



ALUMINUM FRYING PAN SET

High polished aluminum, black plastic insulated handles, sturdy construction, easy to clean.

**AN AMAZINGLY
LOW-PRICED
PROMOTIONAL
SPECIAL!**



PEPPER MILLS

Many types and sizes, also salt & pepper-mill sets.

SHOPETTA, The shopping reminder for pocket & purse.

Puts your advertising message into the shopper's hand, influences him at moment of purchase.



Many other
items! Ask
for catalog!

Felix Glatz Import Co., Inc.

14 West 23rd Street • New York 10, N. Y. • CH 3-6803

Request
prices and
samples—
NOW!

Western States Tea Association holds annual picnic at San Mateo

■ ■ On a Thursday the members of the Western States Tea Association met at Gino's for lunch, and discussed the annual picnic of the association, which was held the following Sunday. The picnic is always one occasion when the full membership is on hand, along with their guests, family and friends. As usual, it was held at the San Mateo Memorial Park, with the traditional caterer doing the honors in the form of fine juicy steaks. There was also plenty of liquid cheer, and if they drank tea, it was incidental. The boys enjoyed themselves with horseshoe pitching. There was entertainment for the women and children, and the day

wound up with a bingo game and prizes. President Siegfried did a fine job.

High costs block Mauritius tea exports

Well over a century ago the cultivation of tea in Mauritius was introduced and encouraged by the first English Governor of the island, Sir Robert Townsend Farquhar. In 1817 Sir Robert started a small tea garden at Le Reduit.

High costs are the principal factors preventing Mauritius from exporting her teas, even to markets where she might

be expected to gain something from proximity.

The nearest export outlets to Mauritius are Madagascar, a French colony which is predominantly coffee-drinking, and South Africa, a high-grade market which secures the bulk of its requirements from Ceylon.

With Canadian Tea Council

■ ■ W. G. Jeffree, who has long been associated with the Tea Bureau's British Columbia branch as its general manager, continues in very much the same capacity for the newly formed Tea Council. Offices remain on Burrard Street, Vancouver.

America's Finest Gift Item! WALDORF 5 PIECE PORTABLE ELECTRIC MIXER SET

A genuine electric appliance that beats, mixes, whips all sauces, gravies, cream, etc. 2 mixing bowls, 2 beater sizes for complete mixing ease. Gleaming chrome head, detachable beater for easy cleaning, completely portable, U. L. Approved. Perfect gift, premium, etc.



ATTRACTIVELY GIFT
PACKAGED FOR REAL
SALES APPEAL!

The DORBY CO.

Merchandise Mart
Chicago 54, Illinois

Division of Grand Metal Products Company



Elegant 14K GOLD PLATED CAST METAL BROOCHES

Stunning, hand polished, expensive looking jewelry. Attractively cased and packed ready-to-mail.

\$2.00 per dozen
To Volume Users
Retails for \$1 each

Four subjects, all with locking pin back.

Sample dozen assorted subjects, \$3.00. See below.

WE MAKE SPECIAL JEWELRY DESIGNS TO ORDER

ORGANIZATION SERVICES, INC.

10200 GRAND RIVER • DETROIT 4, MICH.

NEW AMAZING BURN TREATMENT



SPRAYS ON IN SECONDS! Fast-Action-Seller for Agents—Distributors

Dangerous, painful burns, whether caused by excess sun exposure, scalding, fire, electricity, etc. Instantly soothed by amazing F.A.B.—scientific burn solution. Destroys germs—protects against dangerous infection—promotes rapid healing! A gold-mine seller! Sell homes, businesses—sell dozens fast at any beach. Even prevents sunburn when used in advance! Simply spray on! Only \$1.69 retail. Send \$1.00 for sample, \$10.80 per doz. Money-making facts free. Write!

BENZON-ATOR, GIVES FAST, SAFE AND EASY AID TO COLDS, SINUS AND HAY FEVER MISERY!

Relief from Nasal Congestion at ONCE, with Doctors Prescribed Formula, good for Sleeping or Playing Room. Retails for \$2.98.

Sample \$2, One dozen, \$18.00.

There is big repeat business with this item. Fully Guaranteed. One 5-ounce Aresol Spray can good for 250 applications.

Let It Rain . . . Let It Pour A Splash SENSATION

Spread with thumb easily put on easily slips off

Shields back of stockings from mud, snow and water splashes.

BEFORE AFTER

• self-liquida-tors
• mail-ins
• combination packages
• give away

Note: "Splashy Shields" is a patented item. Order today from . . .

Jay Sales Co.
192 North Clark St., Chicago 1, Ill.

Editorials

Keep it going

Tea is growing.

Everyone in the tea industry knows it. The statistics show it. Your own sales figures demonstrate it.

It's easy, right now, to pat yourself on the back. (True, it would have been easier if the summer had been a real hot one all over the country, and those iced tea bags had melted down to the very bottom of the stockpile. Still, the figures show progress.)

It's just at such a point as this that you should stand back and take a look at the whole picture. Not just where you are now, but where you've been, going back quite a ways. Only then can you tell where it is you could be tomorrow—and what you have to do to get there.

The growth of the United States tea market has been good. It's been a real, solid advance. But it should be weighed up against two things.

In the first place, over the long-term point of view, all the progress we've been making has only been picking up lost ground.

Sure, total sales and total imports have been way up. *But on a per capita basis, tea consumption has only begun to retrace, going upward, a downward path marked out over many decades.*

In the second place, the potential market for tea is a far greater one than most members of the industry realize.

Take a look at the material on the tea convention elsewhere in this issue. You'll find specific statistics showing that the beverage intake of Americans, for all drinks, is less than elsewhere.

Progress for tea, in other words, will to some extent be made against the fierce competition of other beverages. But it can also be new consumption, swelling overall beverage absorption.

In both categories, the yield in new tea consumption can be enormous—such as to make the present volume look slight.

Is this reaching for the moon?

Not at all. The potential is not fanciful. It's here—as real as the sales you'll be making, say, next January or July. Those sales aren't on your books now. But they will be when you bring to bear your production, advertising and selling facilities.

Would you write up that business next year if you and your salesmen felt now it didn't exist? Probably not. You wouldn't plan your production for it. You wouldn't go out after it.

In the same way, take a good, hard look at the real potential for tea in this country.

If you do, you'll find new resources, new initiative, new boldness to meet the vastness of the opportunity.

A new awareness of this potential, at this time, can nail down the progress already made and open an entirely new era for the growth of tea.

Against this situation, the Tea Association of the U.S.A. is holding its ninth annual convention.

Probably few industries can point to such progress in such a short span of annual conventions. Nine conventions aren't many, from the feeling-its-way first one down to the present one.

During the eight conventions, the industry found its way to an understanding of where it stood, mapped out defenses to halt the long-term downward trend in tea consumption, and at last swung to the offensive. The trend has been turned.

But let one thing be understood.

The trend was not turned by accident.

It happened because the industry acted consciously, deliberately and in unison *to make it happen that way.*

If the new opportunity becomes reality, that, too, will not be accidental. It will be the result of industry understanding and industry action.

It will be the result of virtually full company participation in the Tea Council fund.

It will be the result of company tie-ins on industry campaigns with an energy, a drive and a thoroughness beyond any we've seen yet.

The opportunity is a big one.

The challenge is a bold one.

Tea's ninth annual convention can be the most significant the industry has yet held.

FDA on coffee extenders

The coffee roaster who runs into the problem of extenders, especially in the public service field, is finding new weapons with which to meet this problem.

The Food and Drug Administration has issued an opinion, in response to questions put to it by this publication, which makes it easier for the roaster to point out to customers, dangers they might run into with additives.

The FDA opinion covers coffee service in interstate operation. But local regulations can also be utilized, in many areas.

We suggest you don't pass up the article on page 12 of this issue.

"Let Us Consider..."

"...Let us consider coffee quality..."

"...nothing is more dangerous to the coffee roaster's future than to reduce the quality of his coffee..."

"...let us not find ourselves in a situation in which we will have persuaded the consumer that 60 or 70 or more cups per pound of coffee is approved practice..."

"...once the public becomes accustomed to weak coffee it will be virtually impossible to win them back to a stronger brew..."

—Heard at Del Monte, Calif.

Good coffee gives so much.

Ruffner, McDowell & Burch, Inc.

NEW YORK: 98 Front Street

CHICAGO: 408 W. Grand Ave.

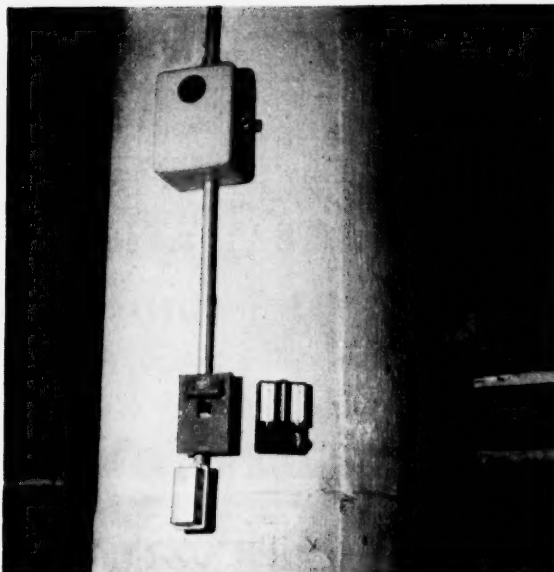
SAN FRANCISCO: 214 Front Street

NEW ORLEANS: 419 Gravier St.

COFFEE & TEA INDUSTRIES and The Flavor Field



This is one of the humidifier units used by Eppens, Smith with its green coffee storage. Sixteen of the humidifiers are located in the company's green coffee storage warehouse. This model of the humidifier is hooded for direction control of the water vapor.



The humidity control is automatic. The dial is set on the humidistat at the bottom, and the instrument at the top actuates the humidifiers as needed. Eppens, Smith says units pay for themselves.

automatic humidity control in green coffee storage

By GEORGE C. HEDDEN, Plant Manager, Eppens Smith Co.,
(as reported by Food Processing staff)

Humidifiers pay for themselves within three months in green coffee storage, according to this report from "Food Processing."

Problem: Since coffee is sold on a weight basis, shrinkage of green coffee beans during storage, of amounts as high as two per cent, is a serious matter, even disregarding present-day coffee prices. This situation faced the Eppens, Smith Co., Long Island City, N. Y., producers of Holland House Brand coffee and bulk suppliers of green coffee to other roasters.

Green coffee is received from ships directly at Eppens, Smith's warehouses. The coffee is grown and transported in relatively high humidity atmosphere, and the moisture content of the beans tends to vary somewhat the same as the relative humidity of the surrounding air. When coffee is subjected to a drying atmosphere, it tends to lose weight.

Eppens, Smith personnel noted that when storage air was less than around 50 per cent relative humidity, the definite weight losses mentioned above became apparent. In summer, the sun, beating down on the warehouse roof, resulted in a drying atmosphere during the day. Space-heating during the winter also created a dry-air environment. Hence, losses occurred during the summer as well as the

winter.

Solution: Eight humidifier units were installed on each of two warehouse floors (13,000 square feet on each floor). Automatic humidity control units were located so that each control serves four humidifiers. The only changes to rooms were the addition of water and electric lines to each location. All units are suspended from the ceiling, out of the way.

Humidifiers operate automatically. The dial on the humidistat is set to main proper humidity. As relative humidity in the warehouse drops below this level, controls turn on the humidifier units, which mechanically atomize water to a fog-like vapor into room until a suitable humidity is achieved. Each unit "evaporates" approximately three gallons of water. Smaller units are available.

Results: Weight loss has been substantially reduced—to a normal of approximately one-half of one per cent. The savings in product loss paid off the installation cost in the first three months of operation—during a period of "pre-shortage" price levels. The operation cost is negligible, because of automatic controls. The only maintenance cost is periodic changing of air and water filters.

Walton industrial humidifiers and humidification controls (used in the Eppens, Smith installation) are manufactured by Walton Laboratories, Inc., Irvington, N. J.

MEMBER OF



THE GREAT ATLANTIC & PACIFIC TEA CO.

**IMPORTERS, ROASTERS, RETAILERS
OF FINE COFFEE**

Represented in

BRAZIL AND COLOMBIA

By the

AMERICAN COFFEE CORPORATION

A background image showing a dense field of coffee beans, with a white rectangular box tilted across the center containing the text "HAITI COFFEE" and a small coffee plant icon.

**HAITI
COFFEE**

is preferred -- because of its

- True Characteristics of Mild Coffee
- Cultivation in High Altitudes
- Preparation by Best Known Methods

Plus: Expert Care in Final Removal of Defects

DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI

Marketing

advertising . . . merchandising . . . promotion

See \$1,500,000,000 premium business in 1954; New York show registrations at peak

About \$1,500,000,000 dollars will be spent for premiums and sales incentives in 1954 as a result of the increasing use of premiums in stimulating sales.

This estimate was made by the Premium Advertising Association of America in connection with a PAAA appraisal of industry trends in preparation for the association-sponsored New York Premium Show, to be held at the Hotel Astor September 20th-23rd, 1954.

Gordon C. Bowen, president of the industry-wide trade group, said in releasing this estimate that previous predictions had placed the probable 1954 annual volume at \$1,330,000,000, slightly above 1953's \$1,300,000,000 expenditure.

According to Arthur Tarshis, manager of the New York Premium Show, the 1954 show is the largest in the history of the event, with all available exhibit space sold and an unusually heavy advance registration of buyers.

Mr. Bowen said that an analysis of exhibitor and buyer registration pointed up two current trends in premium advertising.

"The first is an increasing flexibility in the use of extra incentives in merchandising," he said. "The return of the buyers' market brought a tremendous boom to the premium industry. That boom is continuing, but its character is changing. No longer do we see many cases where premiums are used just because the competition is using premiums and for no other reason.

"Today a more sound and healthy approach is being taken, with premiums used as part of a plan, coordinated with advertising and merchandising." This means that the premium tool is gaining greater flexibility in its application as one arm of marketing.

"The second trend is a distinct upgrading in the quality of merchandise being offered in premium plans. The kinds of exhibitors and the merchandise to be exhibited at the New York Premium Show are clear indications of this trend.

"Novelty is still important as one element in many premium promotions, but novelty alone seldom pleases the consumer. Much more important are the elements of quality and value. Value-consciousness is at a new high, and 'that something extra' in every premium advertising campaign must have extra value, too."

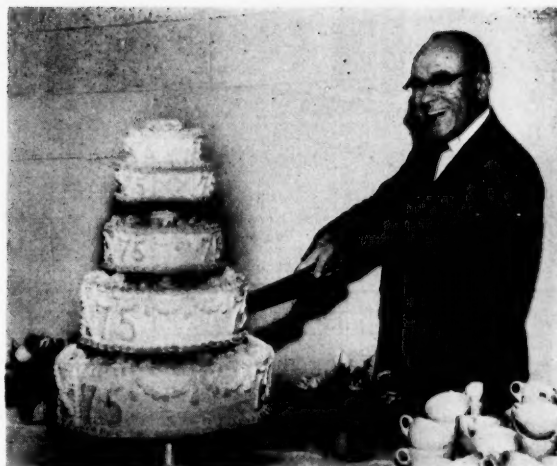
Mr. Bowen announced that the semi-annual Premium Advertising Conference, held in conjunction with the premium show, has been scheduled for Tuesday morning, September 21st, at the Hotel Astor.

King Coffee marks 75th birthday

The 75th anniversary of the founding of King Coffee, Inc., was celebrated recently at the firm's Detroit plant.

The president of the company, John E. King, grandson of the man who founded King Coffee back in 1879, cut the anniversary cake at the celebration party.

King's original store opened on Cadillac Square 75



President John E. King cuts firm's 75th birthday cake.

years ago, when horse cars travelled the streets, and the Square was the center of Detroit's shopping district.

In this store was a special room, where ladies would drop in for tea and cakes while their horses and carriages were hitched to posts outside.

Today, the picture is different. King Coffee's plant is a big modern building which stands off the brand-new Edsel Ford Expressway.

"Story of Coffee" folder made

available to roasters by PACB

Coffee roasters have a new merchandising tool available.

It's a folder, "The Story of Coffee. . . from seed to cup", just produced by the Pan-American Coffee Bureau.

"It was developed to fill a need expressed by members of the trade for inexpensive illustrated material that will let them tell their customers how coffee is grown," explains Charles G. Lindsay, manager of the Bureau.

An eight-page accordion-fold piece, the folder can be imprinted with the company or brand name.

Mr. Lindsay suggests it can be useful as an educational piece for retail and institutional customers; as a giveaway at exhibits and fairs; for distribution to local schools; for use with mass displays of coffee in retail outlets; as a souvenir for plant visitors.

The folder is available at \$15.00 per thousand, with the imprinting to be done by the roaster. This is less than half the production cost, the Bureau indicates.

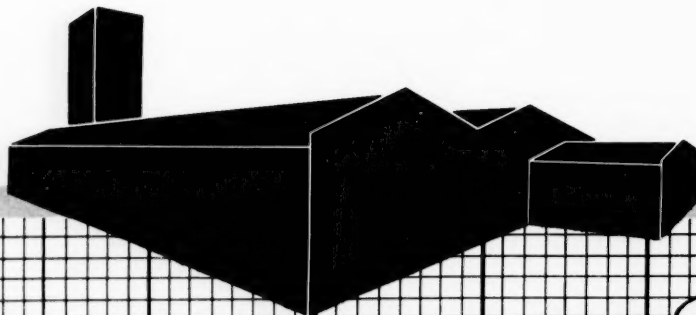
Agency named for Thomas J. Webb Coffee

The Continental Coffee Co., Chicago, large institutional coffee house which recently purchased Thomas J. Webb Coffee, a local consumer brand, has appointed Arthur Meyerhoff & Co. to handle a newspaper, radio and tv campaign to be launched in an effort to reestablish the Webb brand as a leading seller in the Chicago market.

Ivan Hill Advertising formerly handled the account.

Angola production down slightly

Production of coffee in Angola in 1954-55 is estimated at 1,000,000 bags, compared with 1,066,668 bags in 1953-54. Approximately five per cent of the 1954-55 production will be from plants producing for the first time.



Don't miss your chance!
Participate in this growing field —
and — get the best.

The manufacture of your private
label instant coffee is our only busi-
ness! We have no brand of our own.

We serve many of the largest
grocery chains and coffee roasters
throughout the country.

Let us help market your brand —
our only aim is to produce the finest
instant coffee obtainable —



"Instant" sales are going up...

SOL CAFÉ MFG. CORP.

SOLUBLE COFFEE & TEA MANUFACTURERS

180-05 BRINCKERHOFF AVENUE

JAMAICA 12, NEW YORK

Tel: OL 7-0700

manufacturing processes for soluble coffee

By WILLIAM H. KANNINEN, Director of Food Technology,
and STEPHEN E. TAUB, Group Engineer, Foster D. Snell, Inc.

Last of three installments of a comprehensive article on one of the top coffee subjects today

★ A COFFEE & TEA INDUSTRIES "fact-reference" feature

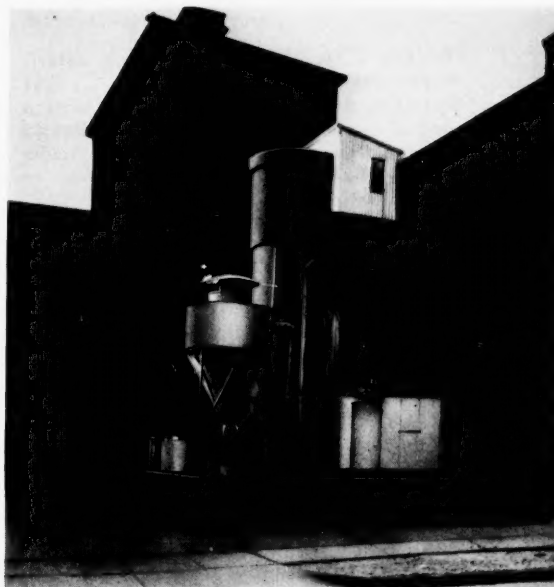
Considerable experimentation with process variables in the interest of obtaining a quality product will often dictate plant modifications. Such experimentation is also necessary before establishing actual manufacturing operations. Since flavor is a major factor in determination of quality, flavor testing of an objective nature is indicated. A trained organoleptic panel of five or more persons is useful for evaluation of the effect of variation of manufacturing processes on the flavor of the finished product. For this type of evaluation it is essential to include one or two reference controls, such as a standard brewed coffee and a soluble coffee representing the standard method of manufacture. Inclusion of reference samples is an aid to minimizing errors due to bias and poor aroma and flavor memory. Of course, standard procedures such as selection and training of panel members, coded samples, careful design of scoring method, as well as suitable statistical studies, apply here as with organoleptic methods. If the scoring form is properly designed, information as to changes in aroma and flavor characteristics, as well as similarity to the brewed control, can be obtained.

Patent literature

Some examples of the various processes as described in the patent literature may be illustrative of the attention given to maximum retention of coffee flavor. Since it will be impractical to consider the economics of such processes within the scope of this study, evaluation of their feasible use will not be included in this discussion.

A process⁵ is described which is designed to entrap volatile flavor principles ordinarily lost during the roasting and grinding operation. A concentrate obtained by combining the successive extractions of partially spent coffee grounds with water at increasingly high temperatures, is combined with corn syrup. The resulting mixture is used as a quench for freshly roasted beans to effect absorption of steam distillable flavor principles. The coffee beans are then ground in quenching medium, the resulting slurry filtered to obtain an extract which is then prepared either as a concentrate or a dry product.

In a process⁸ for production of a quick-frozen coffee extract, roasted beans are ground under a circulating nitrogen blanket to trap and carry off all aroma volatiles released during grinding. The nitrogen is then dried and absorbed in powdered coffee extract which has been cooled to $-15^{\circ}\text{C}.$, with further absorption effected at $-70^{\circ}\text{C}.$



An actual installation of a Snell packaged unit spray dryer.

In a process⁹ for production of a quick-frozen coffee extract, ground roasted coffee is percolated with cold water for 12 hours, the grounds are run through a hot water extraction battery. The hot water extract, which is concentrated by evaporation, is used as the extracting medium for the previous cold water extraction. The resulting extract is filtered and frozen. The vapors from the evaporator are condensed and circulated to percolator and last extractors in the battery. The final stream operation is not clearly defined.

In an European process⁶ for preparation of a "built" extract containing milk powder, sugars and fats, ground roasted coffee is suspended in an aqueous medium, from which aromatics are distilled at low pressures and temperatures. The aromatic extract is condensed and collected, and the suspended remainder extracted with $95^{\circ}\text{C}.$ water. This extract may be blended with milk powder and sugar, and homogenized in an inert atmosphere at low temperature. The homogenized mixture is dried and combined with the

WHAT HAS

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Gutmann screw caps in all sizes are available with FILMAseal inserted in the cap, both applied in one. Fully automatic and manual equipment are available for FILMAseal application.

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aromatic concentrate, which is subsequently evaporated at low pressure to yield a solid product.

A Swiss patent¹ describes a process involving a three stage extraction of roasted ground coffee. The object of the first extraction is to remove with an organic solvent the coffee oils which are claimed to cause flavor deterioration resulting from fat rancidity. The aromatic volatile flavor components, which are separated next by ether extraction, are concentrated in vacuum after addition of milk sugar, and combined with the dried extract obtained from steeping the solvent extracted grounds in hot water.

In contrast to the preceding claim regarding the deteriorative effects of coffee oil on flavor, a process² is claimed which utilizes the addition of coffee oil as a fixative for the volatile flavor components. The coffee oil is added as aqueous emulsion to the combined dried extracts resulting from cold and hot water extraction of roasted ground coffee.

Process with freezing

A process is described³ which directs attention to the drying operation as the major factor in loss of flavor quality. In order to avoid the temperatures involved in conventional methods of drying, the process consists of evaporation under extremely high vacuum of the ice obtained in freezing the liquid coffee extract. The high vacuum is maintained by the optional use of either a dessicant or a low temperature condenser.

In an earlier process⁴, a hot water extract is made of green coffee. This extract is treated to remove fats and proteins, considered undesirable in the final product, and concentrated by evaporation. The concentrate is roasted in a thin film to develop the characteristic flavor and to complete the drying operation.

A recent process,⁵ which is currently used commercially, involves a combined extraction and drying operation. The extract is obtained by a semi-continuous, counter-current extraction of roasted coffee in a series of columns. The flow, which passes progressively from partially extracted to fresh grounds, results in a concentrate of about 35 per cent solids, representing 18 to 22 per cent of the weight of roasted coffee. Optional use is made of subsequent acid hydrolysis of the partially spent grounds to obtain an additional yield of soluble solids. The acid hydrolyzed extract is neutralized and filtered, and after concentration is added to the first extract. The 35 per cent extract is dried by spraying in a thin layer on a heated moving belt in a vacuum chamber. The extremely high vacuum causes the liquid film to foam as it dries. The dried material, having a moisture content ranging from two and one-half per cent to four per cent, is removed at the end of the belt by scraping, and is discharged through a barometric leg. The vacuum is maintained at one millimeter of mercury by means of a special vapor pumping system consisting of an absorption column located between the vacuum pump and the drying chamber. The vapors are absorbed in the column by a lithium chloride dessicant solution which is continuously regenerated to remove absorbed moisture.

Yield of soluble solids

Yields of soluble solids will vary according to the grade of coffee and degree of extraction. Usually, a yield of solubles near the theoretical maximum is aimed for. An estimate commonly used in determining equipment specifications is a yield of 200 pounds of solubles from 1,500

(Continued on page 70)

**Nestle makes Decaf available
in service packs for restaurants**

Decaf, Nestle's caffeine-free instant coffee, has been made available in individual service packs for fountains, restaurants and luncheonettes, H. B. Burrows, manager of institutional sales of The Nestle Co., Inc., has announced.

Individual service packs of Decaf will enable restaurant owners not only to satisfy patrons who prefer a caffeine-free coffee—97 per cent of the caffeine is removed in Decaf—but will enable them to handle this business without brewing the beverage in advance, Mr. Burrows said. He added that Decaf has been thoroughly tested in many markets and consumer acceptance has been high in all of them.

Decaf, like Nescafe and Nestea, is offered in attractive display cartons containing 36 individual service envelopes. The cartons themselves have spurred sales wherever they have been used, Mr. Burrows reported.

He emphasized that operators will find the Nestea and Nescafe packs particularly useful very early in the morning or late at night when decanter or inn service is unavailable.

**Instant coffee users double
in Appleton, Wis., in year**

The number of buyers of instant coffee in the Appleton, Wis. market nearly doubled in the past year, according to the 1954 consumer-buying-habit study published by the Appleton Post-Crescent.

The study is based on more than 1,100 interviews with housewives made by students of the Medill School of Journalism, Northwestern University.

While instant coffee rose from 22.3 per cent in 1953 to 41.4 per cent in 1954, in terms of the number of people who said they bought it, regular coffee fell slightly, from 94.2 per cent to 92.8 per cent.

This apparent reflection of higher regular coffee prices also brought a rise in the ratio of tea consumers from 60 per cent to 68.8 per cent.

There was little change in brand position for regular coffee. Hills Bros. continued to lead with 35.4 per cent reporting they bought it.

In instants, Maxwell House jumped from 13.9 per cent to 39.5 per cent to lead the field. Nescafe declined from 37 per cent to 27.8 per cent.

Instant Postum now in Central States

The Post Cereals Division of General Foods has begun introduction in the Central States of a new product—coffee flavor instant postum.

The product will be introduced in the Northeast, South and West during October.

Suggests peas to extend coffee

Chicpeas, or garbanzos, are being suggested as an extender for coffee.

This idea comes from the Commercial Union of America Corp., New York City.

The company says the peas have "good substance", and adds they "are especially attractive as a price reducer."

Prepare Now for Increased Instant Coffee Sales

Your own label instant coffee packed
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- *Top quality*
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Holiday Brands, Inc.

South Street, Walpole, Mass.

TELEPHONE WALPOLE 143

(Continued from page 68)

Maximum extraction

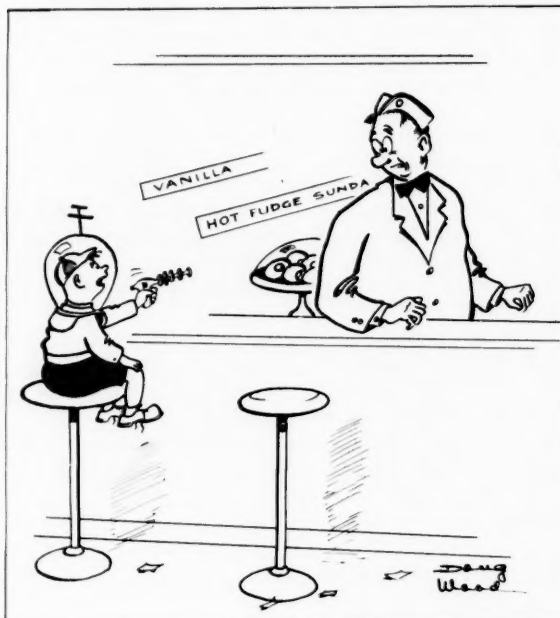
While it is important to prevent deteriorative flavor changes by control of the process conditions, one requirement is clearly evident. The flavor quality of a soluble coffee can never be better than that of the coffee used in its manufacture.



SNELL Soluble Coffee PLANT

FOSTER D. SNELL INC. —  —
29 WEST 15TH ST. NEW YORK 11, N.Y. — WA 4-8800

By DOUGLAS WOOD



"A cup of instant coffee—I'm in a hurry!"

REFERENCES AND PATENTS CITED

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| ⁸ U. S. 2,420,615 | ¹⁵ U. S. 2,504,735 |

Sixth Annual World Trade Conference

The "commodity breakfast" is scheduled for 8:30 a.m.

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Dear Sir

LETTERS TO THE EDITOR

Dear Sir:

Several months ago there was in your magazine an article by Royal A. Frew about Mrs. Elsa Peterson. From this I gathered that in your country it is a rare accomplishment for a woman to know anything about coffee.

Sure, the coffee profession is made up mostly of men—in Germany, too—but coffee is not so strictly a man's world. On the whole, the female coffee consumer in Germany is a better judge of a good cup of coffee than the male is. There is no reason why she should not be able to become an expert, too.

I myself work for a firm of importers of green coffee and wholesale roasters. I do all the washing of samples, cupping, testing new blends, controlling the quality of each roast, etc. Also I deal with representatives and agents and teach new apprentices.

The cupping is no problem for women, since we never do it sitting in front of the spittoon, but always standing.

Inge Anderson

Hamburg, Germany



Coffee expert Anderson

FOA runs coffee growing tests in Florida to find new types

Experiments with 400 varieties of coffee will be run in Miami, Fla., at the U. S. Plant Introduction Garden to develop new disease-resistant types.

Ninety coffee plants have already been set out. Others will be added after they are screened for disease at the Glen Dale, Md., agriculture experiment station.

A number of the plants, gathered on a world-wide tour by government scientists, are foreign to the Western Hemisphere. They come from Asia and Africa.

The Miami location minimizes the danger of introducing leaf disease into the South American coffee growing areas. The disease could wipe out most of South America's production.

The project is being financed by the Foreign Operations Administration.

Maxwell House names product manager

Sherman K. Ellis, Jr., has been appointed product manager for Maxwell House regular coffees, it was announced by J. K. Evans, general manager of the Maxwell House Division of the General Foods Corp.

Mr. Ellis had been functioning in a similar capacity for Sanka, Instant Sanka, and Kaffee Hag.

Succeeding him in these responsibilities is Stephen A. Witham, who has been advanced to product manager for the three decaffeinated coffee products.

Both Mr. Ellis and Mr. Witham joined the Maxwell House Division in 1951.

SEPTEMBER, 1954

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● Many of the leading brands of high quality soluble coffee are produced on Bowen Spray Dryers. You too may select equipment to meet the physical requirements you desire for your product—bulk density, particle size, ready solubility and integrity of flavor.



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Solubles

soluble coffee serves its country

The origins of soluble coffee trace back to the relative antiquity of Civil War days, according to this article from a recent Activities Report of The Research and Development Associates, Food and Container Institute, Inc. The article is by James O. Dunston, technologist with the General Products Division.

The story of soluble coffee has its dim origins in the closing days of the Civil War. In the year 1865, the United States Patent Office issued to L. D. Gale, of Washington, D. C., U. S. Patent No. 48,628 entitled, "Improved Process for Preparing Coffee." To illustrate that the product was indeed similar to the modern item, the following is quoted from the patent:

"The nature of the invention consists in extracting from roasted coffee all of the soluble parts of of the same, including the volatile aroma contained therein, and putting the whole into the form of a dense and solid cake, that may be handled and packed without being inclosed in cans or their equivalents. . . .

"It requires no paraphernalia of coffee pots and strainers to prepare it. Although hot water is preferable to cold water in making the coffee, it is by no means indispensable, as either makes a very desirable drink."

That the inventor may have been inspired by military requirements, is evident from the following, also quoted from the patent:

"As this coffee was invented for the use of the Army and the Navy, to aid the soldier and sailor in situations of exposure, where coffee as ordinarily prepared could not be procured, and often where neither hot nor cold water can be had, then the soldier or the sailor in the heat of battle or the soldier in the midst of a weary march or watching may withdraw his dry coffee-cake from his knapsack or pocket and chew and swallow a half ounce of the cake, which will mix with and melt in the saliva of the mouth without any drink whatever, and is equivalent as a restorative to the system to a half pint of strong coffee."

While the product is pictured in the patent as a reality, it is very doubtful that any of General Sherman's men had the opportunity to drink (or even eat) any soluble coffee during their historic march through the writer's native state. In fact, soluble coffee was probably looked on as one more example of a new-fangled Yankee idea comparable to "Fulton's Folly" and the iron horse, both of which even at that date were viewed dubiously in some quarters. It was not practical for use under any conditions—and least of all for military purposes.

Yet, as in the case of the proverbial good man, it is hard to keep a good idea down. Consequently, in 1895, when the nation was again military conscious, an experimental test was conducted on concentrated rations at Fort Logan, Colo. Coffee was served in the form of tablets which were ready for consumption after two minutes immersion (nowadays we become impatient when we must wait longer than two seconds) in boiling water.

In a "Summary of the Proceedings, Conclusions and Recommendations" (JAMA—28:4—44) dated January, 1897, it was stated that the Board "considered efforts at concentrating coffee and was of the opinion that such efforts were considered failures."

Soon after the turn of the century, the idea of soluble coffee really began to catch on—at least, among the inventors and manufacturers. (The consumer was still to be convinced.)

While the Wright brothers made history at Kitty Hawk, and while Henry Ford built his automobile empire, George Washington (no relation) and various other scientists labored untiringly and generally without reward to make soluble coffee drinkable.

Most of the products resulting from the early efforts contained sugar and cream with the coffee. Perhaps the idea was to disguise the undesirable flavor of the coffee; however, these adjuncts were soon dispensed with in favor of a pure coffee extract.

Soluble coffee was used to a limited extent in operational rations in World War I. Both pellets and sticks were tried but these soon gave way to the powder which is much more readily soluble in water. It provided the soldier with the necessary stimulus, but due to its objectionable flavor, it never became very popular. Consequently, when the soldiers finally returned home, they were happy to drink coffee brewed in the old fashioned coffee pot.

By the time of the outbreak of World War II, the flavor of soluble coffee had been developed to the point where, if not really appetizing, it was at least not repulsive. The nature of the war was such that it was absolutely impossible to have fresh coffee in many places. Soluble coffee became a "must," and it was required in large quantities.

Consequently, soluble coffee in uniform (olive drab cans and small foil envelopes) was sent to the four corners of the earth, where it served its country faithfully in all theaters of operations.

Armed Forces interest has, if anything, increased since the war. Soluble coffee is still necessary in operational rations.

(Continued on page 103)

On the menu

"How to" booklet on coffee brewing for restaurants, institutions issued by CBI

A weapon for use by coffee roasters in the battle for better brewing by restaurants has been issued by the Coffee Brewing Institute.

The weapon is a smart-looking 12-page booklet called "Coffee Brewing."

It's a "how-to" book, specifically designed for the instruction of restaurant and institutional help. It outlines the steps to be taken in the making of urn and vacuum type coffees. It gives directions for the care and maintenance of equipment.

Ten thousand copies of the booklets were sent to headquarters of the National Restaurant Association for distribution to its membership.

A flyer which went out with the booklet advises restaurant operators that if they would like additional copies of "Coffee Brewing", they should ask their coffee salesman.

The booklet is sold at cost by the Coffee Brewing Institute, at \$20.00 a thousand, plus handling and mailing charges.

Chicago survey underlines value of coffee break to industry

The Chicago Office Management Association, in a survey conducted recently among 151 industrial firms, reports added confirmation that the coffee break—a growing institution in business and industry—is an office asset to most companies.

Eighty per cent of the firms polled reported improved employee morale as a result of the breaks. More than 47 per cent reported that they tended to increase production. Less than 24 per cent felt otherwise, and over 28 per cent did not answer.

Two-thirds of the companies allow 15-minute breaks twice a day. Ten per cent have 20-minute periods.

About 66 per cent of the firms said their employees began work immediately upon return to their desks. Less than 14 per cent found some delay, and approximately 20 per cent did not answer.

Suggests coffee grinders for restaurant operations

Grinding of roasted whole bean coffee by restaurants is suggested by the research department of the National Restaurant Association in a recent bulletin.

Here's how the idea was put forward:

"Roasted whole bean coffee retains flavor and aroma longer than ground coffee stored under similar conditions. Grinding good fresh coffee immediately

prior to brewing produces coffee at its best, and roasted whole bean coffee can usually be purchased at several cents per pound under the price of ground coffee in small packages.

"There is an electrically operated coffee grinder on the market which will hold six pounds of coffee beans. It grinds three ounces in ten seconds. By adjusting the timing deal, it will grind exactly a desired amount.

"The grinder is 8¾ inches wide, 14¾ inches long, 20¾ inches high, weighs 56 pounds, has sturdy castings, easy-to-clean hopper, operates on 115 volts A.C. and has a current retail list price of \$199.50. Model CCG, Grinder, Cory Corp., Chicago.

Restaurant adopts two-way coffee pricing policy

The recently enlarged coffee shop in New York City's Roosevelt Hotel has adopted an effective coffee pricing policy, reports *Restaurant Management*.

The regular charge is 15 cents per cup, but during the off-hours (10 to 11 a.m., and 3 to 4 p.m.), the price is reduced to 10 cents.

"Slogans we like" department

High on the list of slogans we like is this one, used by the Continental Coffee Co. in restaurant trade advertising.

"The more you give in coffee goodness, the more you get in customer satisfaction."



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**For Continuous, Trouble-Free
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No more service headaches, expensive breakdowns, costly repair bills for your coffee-brewing equipment. Forget about "loaners" while your equipment is being repaired. With Vaculator Electric Ranges and the amazing new "SNAP-IN" Heating Element, you can put in a new element yourself—quicker and easier than you can change a light bulb! Just lift out the old element and "snap-in" the new. That's all you do! And only Vaculator Electric Ranges give you this time-saving, money-saving convenience!

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Crops and countries

coffee news from producing areas

Confirm 6,900,000 bag estimate for 1953-54 Colombian crop

Picking of the main coffee crop of the 1953-54 crop year is nearing completion in Colombia, according to the American consulate in Cali, and reports from producing areas tend to conform previous unofficial estimates of a 1953-54 crop of 6,900,000 bags.

First reports on the 1954-55 crop are somewhat unfavorable, as heavy rains during the past several weeks have reduced prospects in the important producing department of Antioquia, which begins to harvest its main crop in October.

Experts of Colombian coffee, which were the lowest from March through May of any three-month period so far this crop year, rose sharply in June and early July to near-record levels.

Prices in Colombian coffee from May through July remained relatively stable in contrast to violent fluctuations of the first four months of 1954.

1954-55 crop estimates outlined by president of Bank of Brazil

Brazil's coffee crops and exports were outlined recently by Marcos de Souza Dantas, president of the Bank of Brazil, it is reported by Octavio Veiga, Santos correspondent of COFFEE & TEA INDUSTRIES.

The president of the bank pointed out that the 1954-55 crop was estimated by the Brazilian Coffee Institute at 13,500,000 bags, and by the United States Department of Agriculture at 14,000,000 bags.

Both estimates, he added, were made before the May and June rains, and the loss is estimated at 10 to 20 per cent. Taking 10 per cent as the basis, and the U. S. Department of Agriculture estimate, we have a shortage of 1,400,000 bags, and a crop of only 12,600,000 bags could be expected, he explained.

"Even, however, if we increase the estimates to 13,000,000, the position for the period July, 1954, to June 1955, shows a deficit of approximately 1,500,000 bags," he said. "In fact, once the 1953-54 crop is used up, with a total exportation of 14,350,000 bags, we will only have 13,000,000 bags for 1954-55 to meet international markets of consumption."

Transvaal develops coffee growing

Coffee-growing is developing in South Africa. A special correspondent of *Die Trasvaler* reported recently, that at the Nelspruit, in the Transvaal Lowveld, a coffee-growers' society had been formed recently. It is estimated that by October farmers will have planted about 200,000 trees.

The first Transvaal coffee harvest is expected to be ready in 1957.

One of the largest firms of coffee importers has already undertaken to buy the whole of the harvest. The firm tested coffee grown in the Nespruit area and had described it as first class.

J. de Villiers, director of the Tobacco Co-operation in

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*Choice of American Roasters
Creators of Good Will*

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San Salvador • El Salvador

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Nelspruit, is chairman of the newly formed Coffee Growers' Association.

Farmers have as yet little knowledge of the subject and Mr. de Villiers has been delegated by the association to visit Kenya and Tanganyika during the coming harvest season to gain information.

See 30 per cent cut in Luanda coffee crop

Reports from Luanda, Portuguese West Africa, of a survey made in all the Angola coffee growing areas, indicate that this year's coffee crop will show a reduction of about 30 per cent compared with last year's output.

Production in 1953 was exceptionally high in Portuguese West Africa, as a result of very favorable weather conditions, and coffee exports reached a record figure of 71,564 tons.

This year a prolonged drought in several areas of Portuguese West Africa reduced coffee production in some cases to as little as half last year's figure.

Guatemala ups coffee export tax

The Guatemalan export tax on coffee is \$14.24 per 100 Spanish pounds of clean coffee, or its equivalent in the hull (pergamino) or roasted, the Guatemalan Central Coffee Office has announced.

The new rate, an increase of \$6.24, or 78 per cent, over the previous tax, is based on the average quotation of \$84.96 per 100 Spanish pounds (46 kilograms) on Guatemalan coffee on the New York exchange in May. The increase represents 25 per cent of the difference of \$24.96

in the average quotation of \$84.96 in May and the average quotation of \$60 in May 1953.

Additional taxes bring total export levies to \$15.51 per 100 Spanish pounds.

Put new Guatemalan crop at 1,230,000 bags

Guatemalan coffee production for 1954-55 is estimated at 1,230,000 bags, of which 970,000 bags will probably be available for export and the remaining 260,000 will go into domestic consumption.

The 1953-54 Guatemalan crop is estimated at 1,200,000 bags, of which 940,000 bags were exported and 260,000 bags consumed.

Trade sources in Guatemala estimate that of the 1,230,000 bags forecast for 1954-55, perhaps three per cent may be derived from new plantings not producing in 1953-54.

New export tax on coffee

approved by El Salvador

A new Salvadoran coffee export tax of three colones (US\$1.20) per 100 pounds, applicable against the 1954-55 crop, has been approved by the Legislative Assembly.

This tax is in addition to the basic progressive ad valorem export tax that went into effect on November 1st, 1950.

The legislation was instituted by the Ministry of Finance for the purpose of financing some of the government's economic development and social improvement programs.

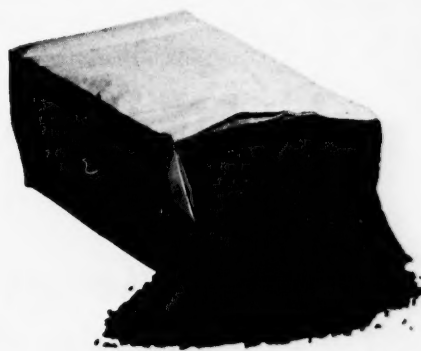


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**International coffee trade
in 1953 was 2,000,000 bags
larger than year before**

Total world exports of green coffee reached 34,300,000 bags of 132.276 pounds each during the calendar year 1953, according to Foreign Crops and Markets. The 1953 total exceeds exports of 1952 and 1951 by 2,000,000 and 2,600,000, bags respectively and is more than 23 per cent greater than the prewar (1935-39) average of 27,800,000 bags.

North American exports were increased by 275,000 bags, to a total 5,000,000 bags for 1953. Four producers—Mexico, Honduras, El Salvador and Costa Rica—increased their coffee exports, which more than offset declines for other areas of North America.

The increased exports of South America to 23,300,000 bags in 1953 reflect primarily the continued rise in production in Colombia, Venezuela and some of the minor producing areas. Brazilian exports declined by almost 260,000 bags between 1952 and 1953.

African exports in 1953—5,300,000 bags—approximated those of the previous calendar year. Decreased shipments from most producing areas of Africa were offset substantially by the Angolan increase of almost 400,000 bags over 1952.

Shipments from Asia and Oceania increased from 476,000 bags in 1952 to 685,000 bags in 1953. Indonesian ex-

**Check your calendar
on NCA convention dates**

Better be sure you have the dates of the 1954 National Coffee Association convention right.

It takes place from Tuesday, November 30th, through Friday, December 3rd. One report had the dates a day earlier.

The place is Boca Raton, Florida.

ports accounted for this gain in Asian shipments.

The world coffee trade picture presented for the calendar year 1953 is somewhat misleading in the light of current market developments. While a large increase is shown for world exports during the year, the bulk of increased shipments occurred during the latter half of the year.

It is believed that the increases, particularly increased shipments to the United States, represent purchases in excess of normal requirements.

Reports from Europe indicate that with the important exception of West Germany, most importing countries expect imports to decline during 1954. Although West Germany has not indicated any lessening of consumption requirements for the current year, trade reports state that West Germany will reduce by as much as 50 per cent its imports from Brazil this year as a result of higher prices.

However, it is uncertain whether West Germany will reduce its total coffee imports.

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GREEN COFFEE ASSOCIATION OF N.Y.C., INC.
NATIONAL COFFEE ASSOCIATION OF U.S.A.

**NCA membership votes on revamping
constitution, electing chairman**

Next year the National Coffee Association may have a chairman elected by the membership, and a president named by the board of directors.

The membership of the association has been voting on changes in the constitution recommended by a reorganization committee.

The key changes will be the election of a chairman, vice chairman and treasurer by the membership, and the selection of a president by the board. The president will be administrative officer.

The board of directors will be reduced from 27 to 21 members, the advisory committee will supplant the present executive committee, and Canadian companies will be open to NCA membership as "regular Canadian" members.

The new constitution will allow election of the chairman, vice chairman and treasurer without regard to their geographical location, or whether they are roasters or green coffee men.

The reorganization committee believes that without any such bars, "the regular membership at large will have a fuller opportunity to hold these offices."

The changes in the constitution, which were approved by the board of directors, were worked out by a committee which included Philip R. Nelson as chairman, Edward Aborn, Frank W. Buxton, A. C. Glover and William D. Roussel.

**Reasonable prices urged on Mexican
growers by NCA's John McKiernan**

John F. McKiernan, executive vice president of the National Coffee Association, called upon Mexican growers to cooperate in holding coffee prices at a fair level.

Addressing the General Ordinary Assembly of the Agricultural National Union of Coffee Growers in Mexico City, Mr. McKiernan said consumer resistance to retail prices had driven coffee consumption figures down in the United States.

He pointed out that the average retail price of a pound of roasted coffee had more than doubled since 1948, and that coffee's competitors are exploiting the rise to capture more of the beverage market.

"It must be our constant objective," Mr. McKiernan said, "to hold coffee prices to a figure that will guarantee a fair and reasonable value to the consumer, as well as a fair and reasonable profit for growers and processors alike. In this all-important endeavor, we solicit your cooperation."

Invents "new" coffee

M. D. Calleger, owner of the Snappy Grill, Houston, Texas, says he has perfected a coffee blend that looks, smells and tastes like the regular brew. But when the patent comes through and the mix is marketed, it will sell for 59 to 69 cents per pound.

While the patent is in the application stage, Mr. Calleger isn't telling what the other ingredients of his coffee blend are. It's his formula, and he aims to keep it that way.

It's been decided to call the blend Estados Unidos Coffee. It will probably be packed in cellophane, moisture-proof bags. Best results will come from making the coffee in a drip pot, Mr. Calleger says.

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NEW ORLEANS

225 Magazine St.

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AMSTERDAM, C. HOLLAND

Green Coffee

- GENERAL BROKERS
- SPOTS
- SHIPMENTS
- F. O. B.'s

FAIRCHILD & BOLTE

91 Front Street

New York

Coffee, tea research part of program

at new Standard Brands laboratory

Coffee and tea will be among the food and baking products on which research will be done at the new Fleischmann Laboratories established by Standard Brands Inc. at Stamford, Conn.

Albert R. Fleischmann, Standard Brands vice president, said that "food research in the new half century will continue in centers like the new Fleischmann Laboratories. Out of this research will come further improved food products for the family, more hours of freedom for the home-maker, a sound food and baking industry, and good health for the nation."

Dr. William Johnston, director of the new laboratories, is vice president in charge of research for Standard Brands.

The personnel located in Stamford are professionally trained in the basic sciences. Biochemists, nutritionists, bacteriologists, physiologists, organic, physical and analytical chemists, chemical engineers and other research specialists are organized into teams attacking special phases of each particular problem being studied.

Now they want "doughnut and . . .", too

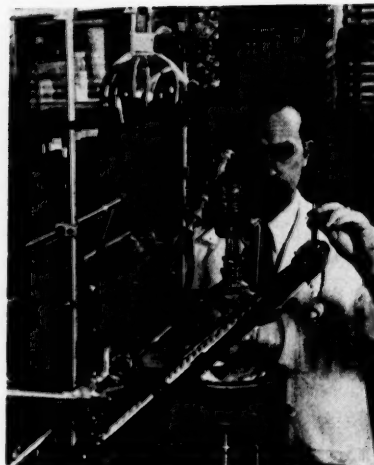
The American Dairy Association is out for coffee's scalp.

They're after the coffee break.

They're trying to get people to make it milk for breakfast.

Now they're cooperating with the Doughnut Corp. of America in a promotion of doughnuts and milk as a party menu.

This biochemist at the new Fleischmann laboratories is studying coffee and coffee aroma. Research done here by Standard Brands Inc. benefits all food products of the company.



Nestle, Nabisco on breakfast tie-in

The Nestle Co. and the National Biscuit Co. are teaming up in an early summer "Thrifty Breakfast" promotion featuring Nabisco shredded wheat and Nescafe instant coffee.

Twelve-ounce packages of Nabisco shredded wheat will contain a coupon worth ten cents toward the purchase of a jar of Nescafe instant coffee. Nestle will redeem the coupon from food store operators for ten cents plus two cents for handling.

Both companies are backing the promotion with advertising support and display material. A full color spread in *Life*, TV spots, and a large color ad in *Metro Comics* are in the ad schedule.

Quality Coffees

• BRAZILS

SANTOS

RIO DE JANEIRO

PARANAGUA

ANGRA

• CENTRAL AMERICANS

GUATEMALA

NICARAGUA

SALVADOR

COSTA RICA

• COLOMBIANS

MEDELLIN

ARMENIA

MANIZALES

TOLIMA

GIRARDOT

LIBANO

• ECUADORS

UNWASHED

WASHED

W.R. Grace & Co.

SAN FRANCISCO

NEW YORK

NEW ORLEANS

**Government will get out of coffee
roasting business, Eisenhower says**

President Eisenhower confirmed in his Denver, Colo., talk to the people that the federal government will get out of the coffee roasting business.

Here is how he put it:

"... At the same time we were in all sort of businesses. We were making synthetic rubber; we were operating barge lines; we were operating coffee roasting plants and clothing stores, and making rope. Well, we've been getting out of that, and we're committed to it so as to return to you, the American people, the maximum of initiative, the maximum responsibility and authority for looking after your own affairs. . ."

**Norton adds new ship to East
Coast South American service**

Norton, Lilly & Co. has added a new unit to their Norton Line Fleet operating in the East Coast of South America Service. It is the motor vessel Valencia, recently completed in the yards of Aktiebolaget Lind Holmens Varv., Gothenburg, Sweden, and built to the highest standard of Lloyds, classed 100-1A.

The Valencia is an open shelter deck type vessel with a deadweight tonnage of 3,250 and a bale of 203,744; her overall length is 328 feet and she has a beam of 44 feet 3 inches. She has the very latest in navigational equipment, as well as cargo handling gear to meet all demands of the trade.

The vessel also provides accommodation for four passengers in two double cabins.

**Best way to beat "that tired feeling"?
Black coffee, top Air Force medic says**

The medical director of the U. S. Air Force has officially confirmed what American housewives knew all the time: there's nothing like coffee for relief from "that tired feeling."

The "news grew out of Air Force research aimed at warding off drowsiness for fighter pilots and bomber crews during long periods of boredom or strain. Alcohol, it was found, eliminates fatigue symptoms but hampers judgement and control, while prolonged use of benzedrine is harmful.

"For the long haul," said Air Force medical director Dr. Alfred Lawton in the Nation's Business, "we've never found anything better than black coffee."

Coffee beats "highway hypnosis"

"Highway hypnosis," one of the newest automobile travel hazards, is a growing driving menace, according to the American Association of Motor Vehicle Administrators.

To counteract it, the Motor Vehicle Administrators advise motorists traveling long distances to make frequent stops for coffee or some other alertness beverage.

Free coffee aids highway safety

Motorists on Route 6, between Yarmouth and Provincetown, Mass., are being offered free cups of coffee 24 hours a day in the interests of safe driving.

SEPTEMBER, 1954

BYRNE, DELAY & CO.

104 FRONT ST., NEW YORK 5, N. Y.

Coffee

**Agents for Reliable Shippers
in Producing Countries**

Specializing in:

BRAZILS

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**Drip-O-lator URNS
BETTER COFFEE MAKERS**

- ★ Restaurants
- ★ Cafes
- ★ Lunch Counters
- ★ Churches
- ★ Clubs
- ★ Private Homes, or wherever large quantities of delicious uniformly brewed coffee is desired

Easy to clean — Easy to use —
Requires no bags, cloths or
filter papers. Makes the same
full-bodied brew everytime.

DU-48 URN

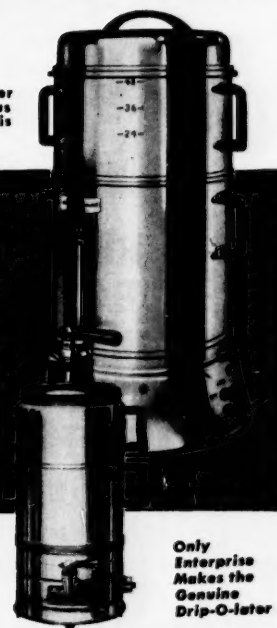
48-cup capacity — original,
genuine drip process Tomlinson
No-Drip Faucet. Three way
switch. 110-120 AC and DC
current.

GE-18 URN

18-cup capacity. The little
brother to the 48-cup urn

**THE
ENTERPRISE
ALUMINUM COMPANY**

Massillon, Ohio



**Only
Enterprise
Makes the
Genuine
Drip-O-lator**

Back-to-church movements still spurred by after service coffee hours

The after-service coffee hours which gave impetus to this country's back-to-church movement when they were introduced a couple of years ago are still helping congregations to expand, according to a spot survey of churches in various states.

This growing "churchgoing through fellowship" movement is also proving an effective means of getting new members acquainted with older parishioners and, in the words of one pastor, "of widening family relationships in the church."

Oldest of the church "coffees" is probably that at St. John's Episcopal Church, in Washington, D. C., which has been using the idea to build goodwill for more than 10 years. The church holds get-acquainted coffees weekly after both the 11 a.m. and 7:30 p.m. services.

Says Dr. John Ellis Large, pastor of the New York City's Church of the Heavenly Rest: "In a city the size and temperament of New York, coffee get-togethers after Sunday morning services are vital spiritually, sociologically, and psychologically."

Dr. Large's church started its coffee gatherings three or four years ago. In the beginning they were held every other Sunday, but the idea caught on so that since last year they have been held weekly.

"Their popularity has increased almost unbelievably," says Dr. Large. "We are now using the big auditorium

and it still looks like a subway crowd, so we're looking around for a bigger place. The coffees are a tremendous aid in making newcomers feel welcome and helping them to become acquainted."

Church attendance has at least doubled since the coffees were begun, Dr. Large reported. They've been so effective, in fact, that today the church even advertises them in the parish paper and is now thinking of mentioning them in its regular newspaper ad.

St. John's Episcopal Church at Georgetown inaugurated after-service coffee six or seven years ago. "They make visitors and newcomers feel part of the parish more quickly," says Reverend William Sharp. "The practice has grown a great deal."

While the post-service coffees are not given complete credit, Trinity Church in Columbus, Ohio, reports an attendance increase of approximately 15 per cent since it started the practice a year and a half ago.

"The principal benefit is the widening of family relationships in the church," says Dr. Robert Fay, pastor. One entire family gets acquainted with another entire family. Also, the family attends as a unit. The social aspect helps increase the reach of religion and provides friendship over a cup."

The hours stimulate attendance at religious services, Dr. Fay says, largely "by helping people feel they belong to the church socially."

Coffee hours at Washington's National Presbyterian Church have been "a growing thing," says Associate Minister Harold Meyers. There are now about 300 to 400 people participating.

THE WORLD'S BEST MILD COFFEES

FOR YOUR BEST BLENDS USE
THE BEST MILD COFFEES IN
THE WORLD WHICH ARE
PRODUCED IN:

COSTA RICA
• CUBA

• DOMINICAN REPUBLIC

• EL SALVADOR • GUATEMALA

• HAITI • HONDURAS • MEXICO

• NICARAGUA • PANAMA • PUERTO RICO



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BOX 739

SAN SALVADOR, EL SALVADOR



Reverend Harold J. Quigley, pastor of the Central Presbyterian Church at Haverstraw, N. Y., introduced a variation of the coffee a few years ago when he arranged to serve free coffee and doughnuts at the local railroad station to persuade commuters back to church, no matter what their religion.

Attendance at Reverend Quigley's church doubled and parish income rose 73 per cent, again not solely as a result of the coffee service, though this was an important factor.

New Philadelphia office and terminal is announced by the Grace Line

The Grace Line has announced a new office and a new terminal in Philadelphia.

The office is in the Public Ledger Building, Independence Square. It is staffed with competent Philadelphia personnel experienced in all phases of Latin American shipping and travel, the company reported.

The terminal is at Pier 55, South Wharves, at the foot of Wharton Street and Delaware Avenue. It is serving Grace Line's Caribbean "Santa" passenger vessels and freighters, and the West Coast South America freighters formerly berthed at Pier 3, North Wharves.

The Grace Line is operating fortnightly sailings from Caribbean and West Coast South and Central American ports to Pier 55.

Easily accessible, the pier is served by truck, railroad and lighter, and has modern, mechanized cargo-handling equipment.

Maxwell House names Eastern sales head

W. W. McMillen has been appointed Eastern region sales manager for the Maxwell House Division of General Foods, it was announced by J. K. Evans, general manager of the division.

This region includes New England, New York, Pennsylvania, New Jersey, Maryland, Virginia, West Virginia, and Ohio.

Mr. McMillen joined General Foods in 1938 as a salesman. As he progressed in the organization, he gained sales experience in a number of Eastern districts, and also served in Kansas City, Mo., as personnel and training manager for the Southwestern region.

In 1953 he was appointed district sales manager for Maxwell House in Cleveland, and subsequently became district manager in Cincinnati.

Mr. McMillen graduated from Pennsylvania State College in 1932 with a degree in business administration. He was a lieutenant in the U. S. Naval Reserve during World War II and saw service in the North Atlantic.

Coffee controllers named

J. Lowell Johnson, controller, J. A. Folger & Co., has been elected secretary of the Kansas City Council of the Controllers Institute of America.

At the annual meeting of the organization's San Francisco Control, Stanley B. Murray, controller, M.J.B. Co., was chosen treasurer. Joseph A. Braun, comptroller, A. Schilling & Co. Division of McCormack & Co. Inc., was named a director.

Established in 1931, the Institute is a non-profit organization of controllers and finance officers from all lines of business.

SEPTEMBER, 1954



Leon Israel & Bros., Inc. Coffee Importers

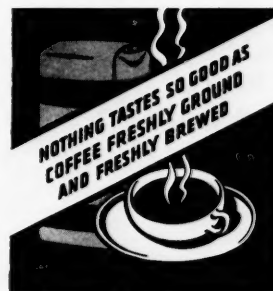
NEW YORK
101 FRONT ST.
SAN FRANCISCO
160 CALIFORNIA ST.

NEW ORLEANS
300 MAGAZINE ST.
CHICAGO
404 NO. WELLS ST.

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Coffee Planters & Exporters
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General Agents for Europe
ISRAEL (LONDON) LTD.
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Especially if ground on a Grindmaster!

Bag packed coffees are holding their own—write us for details on how you can promote your whole bean coffee sales.

**AMERICAN DUPLEX CO.
LOUISVILLE 2, KY.**

**Coffee houses making a grand
comeback throughout England**

The Coffee House, famed European social institution of the 19th century, is making a comeback "on a grand scale," according to recent reports from London.

Seventy of the houses have opened within the last 12 months alone, and at least 20 more are expected before the year's end.

According to one report, the coffee craze resulting from the houses' revival is "sweeping the West End and hitting the night clubs hard," perhaps because operators have "recaptured the art of making perfect coffee and serving it in original and attractive surroundings."

The new coffee houses are decorated in Spanish, Italian, Mexican and French styles. Tropical flowers and ferns, and birds in cages are common in some of the houses. Others feature imitation wood and have French onions and ham suspended from the ceiling on bamboo trestles. Patrons have a choice of sandwiches, cakes, and pastries, but coffee is the only beverage served.

Latest reports indicate that these 20th century coffee houses are now also spreading outside of London, with similar establishments being opened in major provincial cities.

**Table model "expresso" coffee maker
now being imported from Italy**

Coffee brewed the "expresso" way can now be made in the home.

A table model "expresso", La Vesuviana, which uses

the principle of high pressure steam condensation, is being imported from Italy.

The exclusive United States franchise is held by Riccardo Enterprises, Ltd., Chicago, a new company.

It represents S. A. Officine Meccaniche Gozzano, Italy.

La Vesuviana is available in several sizes—tete a tete, family and restaurant.

Estimate Madagascar crop at 750,000 bags

Coffee production in Madagascar, harvested between June and November, is expected to reach 750,000 bags in 1954-55, compared to 725,000 bags in 1953-54.

Carryover from Madagascar's 1953 harvest amounted to about 16,700 bags, making total available supply about 766,700 bags.

The fraction of the 1954 coffee harvest in Madagascar produced by trees that were not in production in 1953 is thought to be perhaps two to three per cent.

In 1955 it will be much larger, perhaps ten per cent.

Madagascar's program of rejuvenating its coffee plantations was just getting underway in 1950, and results will begin to show clearly next year.

Larger crop due in Tanganyika

Tanganyika coffee production for the year beginning 1954 may top the 339,000 bags produced in 1953-54.

Steady increases in plantings are going on throughout the coffee producing areas in Tanganyika.

It is estimated that 600,000 seedlings per year are being planted in the Northern Province alone, which very little is replacement of old plants.

C. A. MACKEY & CO.
Incorporated

IMPORTERS - COFFEE

ESTABLISHED 1914

111 WALL ST. NEW YORK

Koenig named manager of Hoboken

plant by Maxwell House Division

Arthur L. Koenig has been appointed Maxwell House plant manager at Hoboken, N. J., it was announced by J. K. Evans, general manager.

Mr. Koenig joined General Foods in 1940 and since that time has been closely associated with its coffee operations, either in production as a member of the Maxwell House Division, or while supervisor of project engineers in the corporation's central engineering department.

One of the major developments with which Mr. Koenig was identified was production facilities for soluble coffee.

Mr. Koenig graduated from Brooklyn Polytechnic Institute with a degree in civil engineering and he continued his studies for two more years in the field of mechanical engineering.

Coffee "tickets" welcome visitors

Out-of-town motorists in Oklahoma, Iowa, and New Mexico are being presented with "tickets" for a cup of free coffee at local restaurants as part of courtesy campaigns for visitors.

The Chamber of Commerce in Cherokee, Iowa, has been passing out red summons cards to visiting motorists, inviting them to "Take this to your favorite restaurant and have a cup of coffee on us."

Mayor Bob Rowe, of Okmulgee, Oklahoma, has devised a "super-courtesy" plan to give out-of-state overtime parkers coffee tickets instead of a penalty.

The police department of Tucumcari, New Mexico, reported that traffic offenses fell off sharply after its courtesy campaign was introduced. Out-of-town traffic violators were presented with a list of driving "don'ts" and a coupon for free coffee.

Bargain coffee brings arrest

Allen Carr, of Detroit, was arrested because housewives became suspicious of the bargain prices he offered in coffee and cigarettes.

Police, summoned by the housewives, found in addition to the merchandise in Carr's truck, a sledgehammer, drills and other potential burglary equipment.

He was offering coffee at 50 cents a pound.

Says new doughnut sops up less coffee

The National Dunking Association reported that a new type of doughnut flour has been developed which will decrease the amount of coffee soaked up by a dunked doughnut.

Doughnut bakers will be encouraged to use the new mix as a counter-measure against the rising price of coffee, the association said.

The formula of the new mix was not disclosed.

See Costa Rica 1954-55 crop at 548,000 bags

The 1954-55 coffee crop for Costa Rica is expected to approximate 548,000 bags, of which about 49,000 bags will become available for export.

About 18,900 bags will be carried over from Costa Rica's 1953-54 harvest.

This estimated increase over the 1953-54 crop of 358,000 bags will come from an increase of approximately 10 per cent in acreage planted within old zones.

SEPTEMBER, 1954

More Pleasure— For Less Money

The pleasure of good coffee is measurably enhanced by the inclusion of Muller's chicory in your blend. Not only does it fortify the flavor but it reduces the overall cost. Try it yourself and taste the difference.

E. B. MULLER & CO.

Branches

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PORT HURON, MICHIGAN



is the thrifty way
to keep
your coffee fresh!

This scientifically-engineered coffee bag provides the utmost in moisture-proofness and flavor retention in a flexible container and at less than 1/2 the cost of cans. ARK-TITE requires minimum storage space and therefore minimum distribution costs and may be effectively shelf displayed either upright or horizontal with the butt panel showing brand name.

ARK-TITE is the most modern and thrifty way to package coffee. Coffee packaged in ARK-TITE is fresh on delivery—and remains fresh over a longer period of time than in conventional paper bags.

FEATURES OF ARKELL & SMITHS' ARK-TITE BAG

- Pliofilm lined maximum protection.
- Heat-sealed bottoms and closures.
- SOS Automatic style for easy filling and upright shelf display.
- Printed in up to 4 colors with attractive high gloss inks.



ARKELL AND SMITHS

Canajoharie, N. Y. ... Wellsburg, W. Va. ... Mobile, Ala.

FDA rule hits coffee extenders

(Continued from page 12)

All respondents indicated they were using 100 per cent pure coffee, regular or soluble.

Since then, however, at least one other major air line has been reported considering extenders.

Brewing practises varied widely among the lines, from two gallons of water to the pound of coffee, all the way to three-and-a-half gallons.

This last proportion, the manager of the air line's food service department explained, was based only partly on economy. Mainly it was because of the belief that a lighter brew held up better for the three, four or more hours in-flight coffee is stored.

Initial checks with coffee experts indicate that this idea that lighter brew holds up better is wrong. Detailed research may soon be undertaken to pin down the facts beyond challenge.

Commissioner Harvey's opinion does not, of course, prohibit the use of extenders in the brew where the coffee service is subject to FDA jurisdiction. It does mean that the brew cannot be represented as coffee.

In intrastate operations, covered by state or local laws, two questions may be involved: whether restaurants have any right to serve coffee brewed with an extender; whether they have any right to do so without adequate posting on menus and otherwise.

Coffee roasters faced with the problem of customers who are considering extenders should determine:

1. *Whether the customer is serving coffee in interstate operation, as an airline does.*

If so, call to that customer's attention Commissioner Harvey's opinion. It is only fair that the customer know in advance what he might be getting into.

2. *Whether the coffee service is a local, intrastate operation, as in most restaurants.*

If it is, check with the appropriate city, county or state department. Keep asking until you find out which department has jurisdiction, and just what regulations apply. Then let your customers know.

You might also let this publication know, so that others in your state can be informed, and coffee men in other states can be encouraged to do like wise. (Write: Editor, Coffee & Tea Industries, 106 Water Street, New York 5, N. Y.)

Buisman's Famous Dutch Flavoring, the additive used by United Air Lines, consists of a caramelized starch and calcium phosphate. A rounded tablespoon mixed with one pound of coffee is supposed to stretch the pound into two pounds.

Arkell & Smiths names sales heads

Ernest H. Heath, Jr., has been appointed sales manager of the newly-created flexible packaging division, Arkell & Smiths, manufacturers of multiwall paper bags and specialty bags, it was announced by S.S. Yates, president and chairman of the board.

The flexible packaging division was formed within the company to handle the output of a recently-acquired plant at Hudson Falls, N. Y.

Mr. Heath was for the past six years associated with the Dobeckman Co. in sales and market development.

Harry V. Knowles has been appointed assistant to the sales manager of the new division.

Mr. Knowles was formerly associated with the packaging sales division of the Dobeckman Co., and with the Shellmar Products Corp.

Has masking odors for boxes

A new series of masking compounds to cover the off-odor of phenolic preparations used in the process of sterilizing boxes and cartons manufactured for cakes and other baked goods and often transferred to the food product itself, has been developed by Dodge & Olcott, Inc., New York City.

The new compounds are not foreign to foods, and provide adequate coverage for the phenolic solution when used at a rate of approximately one ounce per gallon, it was explained.

MALZONI & CO., LTD.

Coffee Exporters
SANTOS - BRAZIL

Represented in all U.S.A. by
OTIS, McALLISTER CO.



R. C. WILHELM & CO., INC.

Green Coffee Jobbers

129 Front Street

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Members: Green Coffee Association of New York City, Inc.

Telephone:
Whitehall 3-4993-4

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WILCAFE, N. Y.

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NY-1-613

Ship sailings

A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
ArgState—Argentine State Line
Am-W Afr—American West African Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber West African Line
Barb-W'n—Barber Wilhelmsen Line
Brodin—Brodin Line
Cunard—Brocklebanks' Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Gran Colombiana, Ltda.
Gulf—Gulf & South America Steamship Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines
Independence—Independence Line
JavPac—Java-Pacific Line
Lamp-Ho—Lamport & Holt Line, Ltd.
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mam—Mamenic Line
Mormac—Moore-McCormack Lines, Inc.
Nedlloyd—Nedlloyd Line
Nopal—Northern Pan-American Line
Norton—Norton Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
R Neth—Royal Netherland Steamship Co.
Robin—Robin Line
Royal Inter—Royal Inter-ocean Lines
SCross—Southern Cross Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Swed-Am—Swedish American Line
U Fruit—United Fruit Co.
Wes-Lar—Westfal Larsen Co. Line
Yamasbita—Yamasbita Line

Abbreviations for ports

Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Ch—Chicago
Chsn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
GJ—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
Ml—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nj—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
To—Toledo
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ACAJUTLA			
9/22	Alcyon	U Fruit	Cr 9/30 NY10/8
10/4	Santa Fe	Grace	LA10/12 SF10/14 Se10/19
10/6	Mabella	U Fruit	Cr 10/14 NY10/22
10/10	Marna	U Fruit	Cr 10/19 NY10/25
10/19	Santa Cruz	Grace	Cr 11/1
10/20	Majorka	U Fruit	Cr 10/28 NY11/5
11/24	Santa Cruz	Grace	LA12/2 SF12/4 Se12/9

ACAPULCO

10/15	Santa Cruz	Grace	Cr 11/1
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AMAPALA

9/27	Alcyon	U Fruit	Cr 9/30 NY10/8
9/30	Santa Fe	Grace	LA10/12 SF10/14 Se10/19
10/11	Mabella	U Fruit	Cr 10/14 NY10/22
10/15	Marna	U Fruit	Cr 10/19 NY10/25
10/22	Santa Cruz	Grace	Cr 11/1
10/25	Majorka	U Fruit	Cr 10/28 NY11/5
11/20	Santa Cruz	Grace	LA12/2 SF12/4 Se12/9

ANGRA DOS REIS

9/17	Trader	PAB	LA10/7 SF10/9 Val10/15 Se10/16 Po10/21
10/15	Seafarer	PAB	LA11/3 SF11/5 Val11/11 Se11/12 Po11/16

BARRANQUILLA

9/11	La Coubre	Independence	LA9/25 SF9/27 Po10/2 Val10/4 Se10/5
9/14	Santa Catalina	Grace	Chsn9/20 Pa9/22 NY9/25
9/18	Lovland	U Fruit	NY9/25
9/18	Santa Fe	Grace	LA10/12 SF10/14 Se10/19
9/21	Santa Teresa	Grace	Chsn9/27 NY9/29
9/22	Aggersborg	U Fruit	NO10/3
9/25	Mafalda	U Fruit	NY10/2
9/28	Santa Ana	Grace	Chsn10/4 Pa10/6 NY10/7

SAILS	SHIP	LINE	DUE
10/2	Mataura	U Fruit	NY10/9
10/5	Santa Catalina	Grace	Chsn10/11 NY10/13
10/6	Avenir	U Fruit	NO10/17
10/9	Mabay	U Fruit	NY10/16
10/12	Martinique	Independence	LA10/26 SF10/28 Po11/2 Val11/4 Se11/5
10/16	Lovland	U Fruit	NY10/23
10/20	Aggersborg	U Fruit	NO10/31
10/23	Mafalda	U Fruit	NY10/30
10/30	Mataura	U Fruit	NY11/6
11/8	Santa Cruz	Grace	LA12/2 SF12/4 Se12/9

BARRIOS

9/11	Mabay	U Fruit	NY9/18
9/18	Cape Avinof	U Fruit	NY9/24
9/18	Byfjord	U Fruit	NO9/22
9/22	Leon	U Fruit	NO9/25
9/25	Vindeggen	U Fruit	NY10/2
9/28	Lempa	U Fruit	NO10/1
10/3	Copan	U Fruit	NY10/10
10/7	Byfjord	U Fruit	NO10/11
10/9	Cape Cod	U Fruit	NY10/15
10/14	A steamer	U Fruit	NO10/18
10/16	Cape Avinof	U Fruit	NY10/22
10/18	Lempa	U Fruit	NO10/21
10/23	Vindeggen	U Fruit	NY10/30
10/25	Byfjord	U Fruit	NO10/29
10/30	Copan	U Fruit	NY11/6

BUENAVENTURA

9/12	Santa Barbara	Grace	Cr 9/14 NY9/20
9/16	La Coubre	Independence	LA9/25 SF9/27 Jo10/2 Val10/4 Se10/5
9/18	Santa Leonor	Grace	LA9/27 SF9/30 Se10/6
9/19	Santa Maria	Grace	Cr 9/21 NY9/27
9/24	Santa Fe	Grace	LA10/12 SF10/14 Se10/19
9/26	Santa Luisa	Grace	Cr 9/28 NY10/4
10/1	Santa Elisa	Grace	LA10/10 SF10/12 Se10/19
10/3	Santa Cecilia	Grace	Cr 10/5 NY10/11
10/17	Martinique	Independence	LA10/26 SF10/28 Po11/2 Val11/4 Se11/5

SAILS SHIP LINE DUE

CARTAGENA

9/11	Santa Paula	Grace	NY9/15
9/16	Lovland	UFruit	NY9/25
9/18	Santa Rosa	Grace	NY9/22
9/20	Aggersborg	UFruit	N010/3
9/23	Mafalda	UFruit	NY10/2
9/25	Santa Paula	Grace	NY9/29
9/30	Mataura	UFruit	NY10/9
10/2	Santa Rosa	Grace	NY10/6
10/4	Avenir	UFruit	NY10/17
10/7	Mabay	UFruit	N010/16
10/9	Santa Paula	Grace	NY10/13
10/14	Lovland	UFruit	NY10/23
10/18	Aggersborg	UFruit	N010/31
10/21	Mafalda	UFruit	NY10/30
10/28	Mataura	UFruit	NY11/6

CHAMPERICO

10/6	Santa Fe	Grace	LA10/12 SF10/14 Se10/19
10/17	Santa Cruz	Grace	C ¹¹ /1
11/26	Santa Cruz	Grace	LA12/2 SF12/4 Se12/9

CORINTO

9/21	Alcyon	UFruit	C ¹⁹ /30 NY10/8
9/22	La Coubre	Independence	LA9/28 SF9/30 Po10/5 Va10/7 Se10/8
9/29	Santa Fe	Grace	LA10/12 SF10/14 Se10/19
10/5	Mabella	UFruit	C ¹⁰ /14 NY10/22
10/9	Marna	UFruit	C ¹⁰ /19 N010/25
10/19	Majorka	UFruit	C ¹⁰ /28 NY11/5
10/20	Martinique	Independence	LA10/26 SF10/28 Poll/2 Vall/4 Sell/5
10/25	Santa Cruz	Grace	C ¹¹ /1
11/19	Santa Cruz	Grace	LA12/2 SF12/4 Se12/9

CRISTOBAL

9/12	Majorka	UFruit	NY9/19
9/14	Avenir	UFruit	N09/22

SAILS SHIP LINE DUE

9/28	Aggersborg	UFruit	N010/3
10/1	Alcyon	UFruit	NY10/8
10/12	Avenir	UFruit	10/17
10/26	Aggersborg	UFruit	N010/31

DAR es SALAAM

9/20	Mayo	Lykes	N010/28
9/25	Afr Sun	Farrell	NY10/25
9/27	Lawak	Nedlloyd	LA11/27 WR11/29 Po12/3 Se12/6 Va12/10
10/2	Van Heutsz	Royal-Inter	SF11/11 LA11/16
10/12	Reuben Lipton	Lykes	N011/24
10/16	Siberet	Royal-Inter	SF12/11 LA12/16
10/18	Afr Crescent	Farrell	NY11/28
10/28	Kertosono	Nedlloyd	NY12/4 Pal2/7 Ba12/9 N012/15 La12/28 SF12/31
11/23	Samarinda	Nedlloyd	NY1/2 Pal/5 Ba1/7 N01/13 LA1/27 SF1/29 Pa2/3 Se2/6 Va2/10

EL SALVADOR

9/23	La Coubre	Independence	LA9/28 SF9/30 Po10/5 Va10/7 Se10/8
10/21	Martinique	Independence	LA10/26 SF10/28 Poll/2 Vall/4 Sell/5

GUATEMALA

9/24	La Coubre	Independence	LA9/28 SF9/30 Po10/5 Va10/7 Se10/8
10/22	Martinique	Independence	LA10/26 SF10/28 Poll/2 Vall/4 Sell/5

GUAYAQUIL

9/27	Santa Elisa	Grace	LA10/10 SW10/12 Se10/19
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LA GUAIRA

9/11	Santa Catalina	Grace	Chsn9/20 Pa9/22 NY9/23
9/18	Poseidon	R Neth	Ba9/26 NY9/28
9/18	Santa Teresa	Grace	Chsn9/27 NY9/29
9/24	Daphnis	R Neth	Pa10/5 NY10/7
9/25	Santa Ana	Grace	Chsn10/4 Po10/6 NY10/7
9/29	Rio Jachal	ArgState	NY10/4

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Rua Visconde Inhauma 134

SANTOS: DELTA LINE, INC.

Rua 15 de Novembre 176-178

LUANDA & LOBITO:

Sociedade Luso-Americana, Ltda.

MATADI:

Nieuwe Afrikaansche Handels Vennootschap



SAILS	SHIP	LINE	DUE
10/2	Santa Catalina	Grace	Chsn10/11 NY10/13
10/2	Adonis	R Neth	Ba10/10 NY10/12
10/7	Agamemnon	R Neth	Pa10/18 NY10/20
10/9	Santa Teresa	Grace	Chsn10/18 Pa10/20 NY10/21
10/15	Norinda	R Neth	Ba10/24 NY10/28
10/21	Helicon	R Neth	Pa10/18 NY10/20
10/27	Evita	ArgState	NY11/1
11/4	Sarpedon	R Neth	Pa11/15 NY11/17
11/17	Rio Jachal	ArgState	NY11/22
11/8	Oberon	R Neth	Pa11/29 NY12/1
12/15	Evita	ArgState	NY12/20
1/12	Rio Jachal	ArgState	NY1/17

LA LIBERTAD

9/24	Alcyon	UFruit	Cr9/30 NY10/8
10/3	Santa Fe	Grace	LA10/12 SF10/14 Se10/19
10/8	Mabella	UFruit	Cr10/14 NY10/22
10/12	Marna	UFruit	Cr 10/19 N010/25
10/21	Santa Cruz	Grace	Cr11/1
10/22	Majorka	UFruit	Cr10/28 NY11/5
11/23	Santa Cruz	Grace	LA12/2 SF12/4 Se12/9

LA UNION

9/26	Alcyon	UFruit	Cr9/30 NY10/8
10/2	Santa Fe	Grace	LA10/12 SF10/14 Se10/19
10/10	Mabella	UFruit	Cr10/14 NY10/22
10/14	Marna	UFruit	Cr10/19 N010/25
10/23	Santa Cruz	Grace	Cr11/1
10/24	Majorka	UFruit	Cr10/28 NY11/5
11/22	Santa Cruz	Grace	LA12/2 SF12/4 Se12/9

LIMON

9/13	Avenir	UFruit	N09/22
9/14	Lovland	UFruit	NY9/25
9/21	Mafalda	UFruit	NY10/2
9/26	Aggersborg	UFruit	N010/3
9/28	Mataura	UFruit	NY10/9
10/5	Mabay	UFruit	NY10/16
10/10	Avenir	UFruit	N010/17
10/12	Lovland	UFruit	NY10/23
10/19	Mafalda	UFruit	NY10/30
10/24	Aggersborg	UFruit	N010/31
10/26	Mataura	UFruit	NY11/6

LOBITO

9/17	Afr Dawn	Farrell	NY10/16
9/21	Afr Glade	Farrell	NY10/14
10/4	Del Rio	Delta	N010/30
10/18	Afr Pilgrim	Farrell	NY11/7
10/22	Del Sol	Delta	N011/16
11/7	Taurus	Am-WAfr	USA11/21
11/12	Del Oro	Delta	NA12/7
11/25	Roseville	Am-WAfr	USA12/30

LUANDA

9/14	Afr Dawn	Farrell	NY10/16
9/21	Afr Glade	Farrell	NY10/14
9/29	Del Rio	Delta	N010/30
10/15	Afr Pilgrim	Farrell	NY11/7
10/18	Del Sol	Delta	N011/16
11/5	Taurus	Am-WAfr	USA12/15
11/8	Del Oro	Delta	N012/7
11/23	Roseville	Farrell	USA12/31

MARACAIBO

9/12	Santa Monica	Grace	NY9/21
9/19	Santa Clara	Grace	Pa9/27 NY9/28
9/21	Poseidon	R Neth	Pa10/3 NY10/5
9/26	Santa Sofia	Grace	NY10/5
10/3	Santa Monica	Grace	Pa10/11 NY10/12
10/5	Charis	R Neth	Pa10/17 NY10/19
10/19	Daphnis	R Neth	Pa10/31 NY11/2
11/6	Santa Cruz	Grace	LA12/2 SF12/4 Se12/9

MATADI

9/11	Afr Dawn	Farrell	NY10/16
9/18	Afr Glade	Farrell	NY10/14
9/25	Del Rio	Delta	N010/30
10/12	Afr Pilgrim	Farrell	NY11/7
10/15	Del Sol	Delta	N011/16

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Chicago—F. C. MacFarlane, 2520 Bankers Bldg.

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SAILS	SHIP	LINE	DUE
11/3	Taurus	Am-WAfr	USA12/15
11/5	Del Oro	Delta	N012/7
11/21	Roseville	Am-WAfr	USA12/31

MOMBASA

9/10	Godfellow	Robin	NY10/20
9/13	Afr Sun	Farrell	NY10/25
9/28	Mayo Lykes	Lykes	N010/28
9/30	Kirk	Robin	NY11/30
10/2	Van Heutsz	Royal-Inter	SF11/11 LA11/16
10/3	Lawak	Nedlloyd	NY11/3 Pa11/6 Ba11/8 NY11/14 La11/27 SF11/29 Po12/3 Se12/6 Va12/10
10/16	Siberoet	Royal-Inter	SF12/11 LA12/16
10/17	Afr Crescent	Farrell	NY11/28
10/18	Mowbray	Robin	Y11/28
10/24	Reuben Tipton	Lykes	N011/24
11/3	Kertoso	Nedlloyd	NY12/4 Pa12/7 Ba12/9 No12/15 LA12/18 SF12/31
11/26	Samarinda	Nedlloyd	NY1/2 Pa1/5 Ba1/7 No1/13 Ka1/27 SF1/29 Po2/3 Se2/6 Va2/10

PARAMARIBO

9/29	Trajanus	R Neth	Mo10/15 No10/21
10/6	Hermes	R Neth	Ba10/24 NY10/26
10/27	Castor	R Neth	Ho11/12 No11/18
11/3	Helena	R Neth	Ba11/21 NY11/23
11/24	Tiberius	R Neth	Mo12/10 No12/16
12/1	Hera	R Neth	Ba12/19 NY12/21

PARANAGUA

9/12	Grananger	Wes-Lar	LA10/9 SF10/14 Po10/19 Se10/22 Va10/25
9/12	Mormacstar	Mormac	Ba10/2 Po10/4 NY10/5 Bo10/8 Mi10/12
9/13	Bowplate	IFC	NY10/1 Po10/3 Bo10/5 Bo10/8 Mi10/12
9/13	Trader	PAB	LA10/7 SF10/9 Va10/15 Se10/16 Po10/21
9/18	Antoniara	Brodin	NY10/7 Bo10/9 Pa10/11 Ba10/12
9/19	Mormacstar	Mormac	Jx10/9 NY10/12 Bo10/14 Pa10/15 Ba10/17 Nf10/18

SAILS	SHIP	LINE	DUE
9/24	Peter Jensen	Nogal	No10/13 Ho10/15
9/25	Del Viento	Delta	No10/19 Ho10/24
9/28	Alpharad	Hol-Int	NY10/16 Bo10/19 Pa10/21 Ba10/22 HR10/23
9/29	B.A.	Stockard	NY10/19 Ba10/21 Pa10/23
9/30	Bow Santos	IFC	NY10/18 Pa10/20 Ba10/22 Bo10/25 Mi10/29
10/1	Mormacwien	Mormac	Bo10/20 NY10/21 Pa10/24 Ba10/26 Nf10/27
10/2	Del Valle	Delta	No10/26 Ho10/31
10/7	Hardanger	Wes-Lar	LA11/3 SF11/8 Po11/13 Se11/16 Va11/18
10/9	Sesfarer	PAB	LA11/3 SF11/5 Va11/11 Se11/12 Po11/16
10/8	Mormacland	Mormac	LA11/2 SF11/5 Po11/9 Se11/11 Va11/14
10/16	Del Monte	Delta	No11/9 Ho11/14
10/20	Santos	Stockard	NY11/9 Ba11/11 Pa11/13
11/3	Del Mundo	Delta	No12/2

PORT SWETTENHAM

9/14	Fernbay	Barb-Frn	Gulf10/30
9/30	Fernsea	Barb-Frn	Gulf11/17
10/1	Tyler	Am-Pres	LA11/2 NY11/17 Ba11/22 Bo11/26
10/5	Buchanan	Am-Pres	NY11/21 Ba11/28 LA12/16 SF12/20
10/14	Bronxville	Barb-Frn	Gulf11/30
10/19	Madison	Am-Pres	NY12/5 Ba12/12 LA12/30 SF1/3
10/30	Glenville	Barb-Frn	Gulf12/16
11/4	A vessel	Am-Pres	LA12/9 NY12/24 Ba12/29 Bo1/2
12/3	Harding	Am-Pres	LA1/7 NY1/22 Ba1/27 Bo1/30
1/3	Fillmore	Am-Pres	LA2/7 NY2/22 Ba2/27 Bo3/2
2/4	Tyler	Am-Pres	LA3/11 NY3/26 Ba3/31 Bo4/3

PUERTO CABELLO

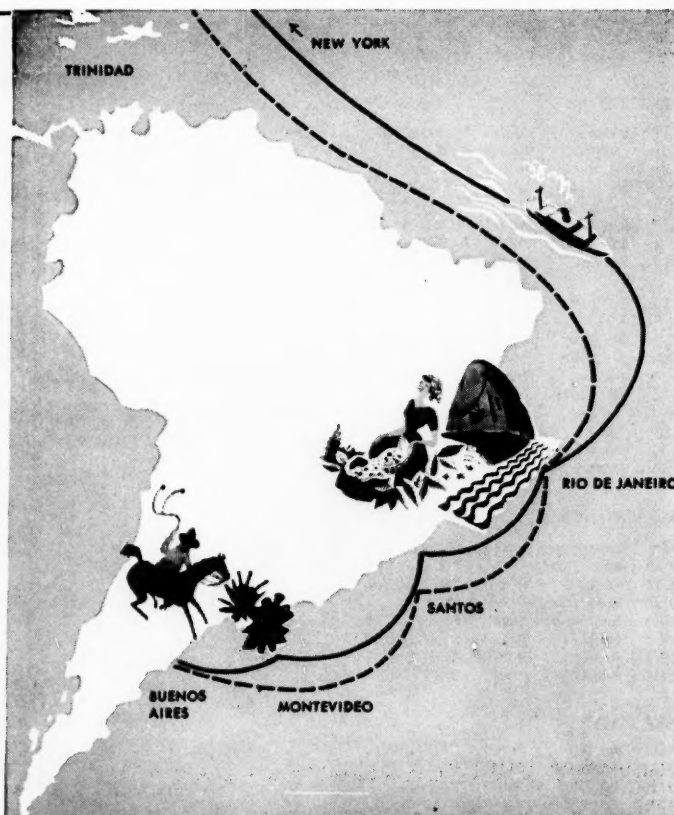
9/10	Orestes	R Neth	Pa9/20 NY9/22
9/13	Santa Monica	Grace	NY9/21
9/16	Santa Rosa	Grace	NY9/22
9/20	Santa Clara	Grace	Pa9/27 NY9/28
9/23	Santa Paula	Grace	NY9/29
9/25	Daphnis	R Neth	Pa10/5 NY10/7
9/27	Santa Sofia	Grace	NY10/5
9/30	Santa Rosa	Grace	NY10/6
10/4	Santa Monica	Grace	Pa10/11 NY10/12
10/7	Santa Paula	Grace	NY10/13

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SAILS SHIP LINE DUE

PUNTARENUS

9/11	Santa Cruz	Grace	Cr/9/14
9/17	Alcyon	UFruit	Cr/9/30 NY10/8
9/21	La Coubre	Independence	LA9/28 SF9/30 Po10/5 Va10/7 Se10/8
9/27	Santa Fe	Grace	LA10/12 SF10/14 Se10/19
10/1	Mabella	UFruit	Cr/10/14 NY10/22
10/5	Marna	UFruit	Cr/10/19 N010/25
10/15	Majorka	UFruit	Cr/10/28 NY11/5
10/19	Martinique	Independence	LA10/26 SF10/28 Poll/2 Vall/4 Sell/5
10/29	Santa Cruz	Grace	Cr/11/1
11/17	Santa Cruz	Grace	LA12/2 SF12/4 Se12/9

RIO de JANEIRO

9/11	Vigrid	Stockard	NY9/28 Ba9/30 Pa10/2
9/11	Mormacsea	Mormac	NY9/25 Bo9/28 Pa9/29 Ba10/1
9/11	Aagtedy	Hol-Int	NY9/25 Bo9/28 Pa9/30 Ba10/1 HR10/2
9/13	Pathfinder	PAB	LA10/8 SF10/10 Va10/16 Se10/17 Po10/21
9/13	Del Alba	Delta	N09/30 Ho10/5
9/15	Grenanger	Wes-Lar	LA10/9 SF10/14 Po10/19 Se10/22 Va10/25
9/16	Mormacmar	Mormac	LA10/17 SF10/20 Po10/24 Se10/26 Va10/29
9/16	Bowplate	IFC	NY10/1 PA10/3 Ba10/5 Bo10/8 MI10/12
9/18	Mormacstar	Mormac	Ba10/2 Pa10/4 NY10/5 Bo10/8 MI10/12
9/18	Trader	PAB	LA10/7 SF10/9 Va10/15 Se10/16 Po10/21
9/21	Rio Jachal	ArgState	NY10/4
9/22	Argentina	Mormac	NY10/4
9/22	Antonina	Brodin	NY10/7 Bo10/9 Pa10/11 Bo10/12
9/23	Del Sud	Delta	N010/7
9/27	Peter Jebson	Nopal	N010/13 Ho10/15
10/1	Mormacwave	Mormac	Ba10/15 Pa10/17 Bo10/19 NY10/20
10/2	Mormacland	Mormac	LA11/2 SF11/5 Poll/9 Sell/11 Vall/14
10/2	Del Viento	Delta	N010/19 Hc10/24
10/2	Alpherat	Hol-Int	NY10/16 Bo10/19 Pa10/21 Ba10/22 HR10/23
10/2	Bow Santos	IFC	NY10/18 Pa10/20 Ba10/22 Bo10/25 MI10/29
10/2	B.A.	Stockard	NY10/19 Ba10/21 Pa10/23
10/9	Del Valle	Delta	N010/26 Ho10/31
10/10	Hardanger	Wes-Lar	LA11/3 SF11/8 Poll/13 Sell/16 Vall/18
10/13	Brazil	Mormac	NY10/25
10/14	Del Mar	Delta	N010/28
10/16	Seafarer	PAB	LA11/3 SF11/5 Vall/11 Sell/12 Poll/16
10/19	Evita	ArgState	NY11/1
10/23	Del Monte	Delta	N011/9 Ho11/14
10/23	Santos	Stockard	NY11/9 Ba11/11 Pa11/13
10/28	Del Norte	Delta	N011/11
11/8	Del Mundo	Delta	N011/25 Ho12/1
11/9	Rio Jachal	ArgState	NY11/22
11/18	Del Sud	Delta	N012/2
12/7	Evita	ArgState	NY12/20
1/4	Rio Jachal	ArgState	NY1/17

SAN JOSE

10/5	Santa Fe	Grace	LA10/12 SF10/14 Se10/19
10/18	Santa Cruz	Grace	Cr/11/1
11/25	Santa Cruz	Grace	LA12/2 SF12/4 Se12/9

SANTOS

9/10	Mormacsea	Mormac	NY9/25 Bo9/23 Pa9/29 Ba10/1
9/10	Vigrid	Stockard	NY9/28 Ba9/30 Pa10/2
9/10	Aagtedy	Hol-Int	NY9/25 Bo9/28 Pa9/30 Ba10/1 HR10/2
9/11	Pathfinder	PAB	LA10/8 SF10/10 Va10/16 Se10/17 Po10/21
9/11	Del Alba	Delta	N09/30 Ho10/5
9/14	Grenanger	Wes-Lar	LA10/9 SF10/14 Po10/19 Se10/22 Va10/25
9/15	Bowplate	IFC	NY10/1 Pa10/3 Ba10/5 Bo10/8 MI10/12
9/16	Trader	PAB	LA10/7 SF10/9 Va10/15 Se10/16 Po10/21
9/17	Mormacstar	Mormac	Ba10/2 Pa10/4 NY10/5 Bo10/8 MI10/12
9/20	Rio Jachal	ArgState	NY10/4
9/20	Argentina	Mormac	NY10/4
9/21	Antonina	Brodin	NY10/7 Bo10/9 Pa10/11 Ba10/12
9/22	Mormacmar	Mormac	LA10/17 SF10/20 Po10/24 Se10/26 Va10/29
9/22	Del Sud	Delta	N010/7
9/24	Mormacreal	Mormac	Jx10/9 NY10/12 Bo10/14 Pa10/15 Ba10/17 NY10/18
9/26	Peter Jebson	Nopal	N010/13 Ho10/15
9/29	Del Viento	Delta	N010/19 Ho10/24
9/30	Marmacwave	Mormac	Ba10/15 Pa10/17 Bo10/19 NY10/20
9/30	Alpherat	Hol-Int	NY10/16 Bo10/19 Pa10/21 Ba10/22 HR10/23
10/1	Bow Santos	IFC	NY10/18 Pa10/20 Ba10/22 Bo10/25 MI10/29
10/5	Mormacwren	Mormac	Bo10/20 NY10/21 Pa10/24 Bo10/26 NY10/27
10/6	Del Valle	Delta	N010/26 Ho10/31
10/6	Mormacland	Mormac	LA11/2 SF11/5 Poll/9 Sell/11 Vall/14
10/11	Brazil	Mormac	NY10/25
10/13	Del Mar	Delta	N010/28
10/14	Seafarer	PAB	LA11/3 SF11/5 Vall/11 Sell/12 Poll/16
10/18	Evita	ArgState	NY11/1

SEPTEMBER, 1954

Regular Service

From The Principal Brazilian Ports To:
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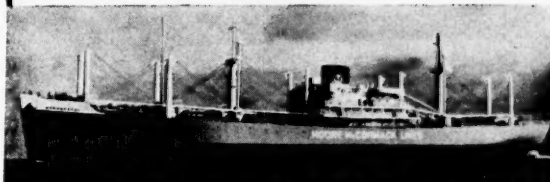
Owned and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

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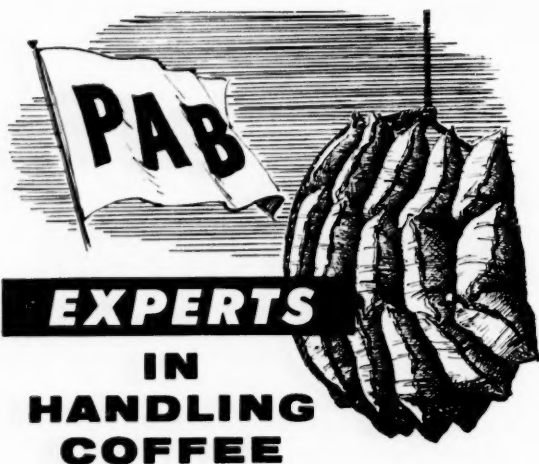
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SAILS	SHIP	LINE	DUE
10/20	Del Monte	Delta	N011/9 Ho11/14
10/22	Santos	Stockard	NY11/9 Ba11/11 Pa11/13
10/27	Del Norte	Delta	N011/11
11/6	Del Mundo	Delta	N011/25 Ho12/1
11/8	Rio Jachal	ArgState	NY11/22
11/17	Del Sud	Delta	N012/2
12/6	Evita	ArgState	NY12/20
1/3	Rio Jachal	ArgState	NY1/17

TANGA

9/14	Afr Sun	Farrell	NY10/25
9/24	Mayo	Lykes	N010/28
10/2	Van Heutsz	Royal-Inter	SF11/11 LA11/16
10/16	Siberoet	Royal-Inter	SF12/11 LA12/16
10/18	Afr Crescent	Farrell	NY11/28
10/18	Reuben Tipton	Lykes	N011/24

VICTORIA

9/15	Del Alba	Delta	N09/30 Ho10/5
10/4	Del Viento	Delta	N010/19 Ho10/24
10/11	Del Valle	Delta	N010/26 Ho10/31
10/25	Del Monte	Delta	N011/9 Ho11/14
11/10	Del Mundo	Delta	N011/25 Ho12/1

TEA BERTHS

CALCUTTA

9/10	Express	Am-Exp	Bo10/14 NY10/16
9/20	Exemplar	Am-Exp	Bo10/25 NY10/27
9/22	City Durham	Ell-Buck	Bo10/25 NY10/26 Pa10/28 Nf10/30 Ba11/2
10/2	Exchequer	Am-Exp	Bo11/3 NY11/5
10/5	City Capetown	Ell-Buck	St Jo11/8 Mi11/13
10/10	City Birmingham	Ell-Buck	Bo11/12 NY12/13 Pa12/17 Nf12/19 Ba12/20
10/11	Excelsior	Am-Exp	Bo11/17 NY11/19
11/8	Exmouth	Am-Exp	Bo12/14 NY12/16

COCHIN

9/18	Express	Am-Exp	Bo10/14 NY10/16
9/19	Pierce	Am-Pres	NY10/24 Bo10/31 LA11/18 SF11/12
9/29	Exemplar	Am-Exp	Bo10/25 NY10/27
10/2	Monroe	Am-Pres	NY11/7 Bo11/14 LA12/5 SF12/8
10/8	Exchequer	Am-Exp	Bo11/3 NY11/5
10/16	Buchanan	Am-Pres	NY11/21 Bo11/28 LA12/16 SF12/20
10/21	Excelsior	Am-Exp	Bo11/17 NY11/19
10/30	Madison	Am-Pres	NY12/15 Bo12/12 LA12/30 SF1/3
11/19	Exmouth	Am-Exp	Bo12/14 NY12/16

COLOMBO

9/15	Express	Am-Exp	Bo10/14 NY10/16
9/16	Pierce	Am-Pres	NY10/24 Bo10/31 YA11/18 SF11/22
9/19	Fernbay	Barb-Frn	Gulf 10/30
9/20	Salatiga	JavPac	LA11/5 SF11/10 Poll/16 Sell/19 Vall/21
9/21	Arnold	Maersk	NY10/24 Mi11/7
9/27	Exemplar	Am-Exp	Bo10/25 NY10/27
9/29	Monroe	Am-Pres	NY11/7 SF11/14 Pa12/5 SF12/8
10/5	Fernsea	Barb-Frn	Gulf11/17
10/6	Exchequer	Am-Exp	Bo11/3 NY11/5
10/8	Hulda	Maersk	NY11/9 Ni11/20
10/13	Buchanan	Am-Pres	NY11/21 Bo11/28 LA12/16 SF12/20
10/17	Excelsior	Am-Exp	Bo11/17 NY11/19
10/19	Bronxville	Barb-Frn	Gulf11/30
10/21	Laura	Maersk	NY11/23 Ha12/2
10/27	Madison	Am-Pres	NY12/5 Bo12/12 LA12/30 SF1/3
11/15	Exmouth	Am-Exp	Bo12/14 NY12/16

DJAKARTA

9/13	Norman	Lykes	N010/27
9/18	Hulda	Maersk	NY11/9 Ni11/20
9/28	Tyler	Am-Pres	LA11/2 NY11/17 Ba11/22 Bo11/26
10/5	Mallory	Lykes	N011/28
11/1	A vessel	Am-Pres	LA12/9 NY12/24 Ba12/29 Bo1/2
11/30	Harding	Am-Pres	LA1/7 NY1/22 Ba1/27 Bo1/30
12/31	Fillmore	Am-Pres	LA2/7 NY2/22 Ba2/27 Bo3/2
2/1	Tyler	Am-Pres	LA3/11 NY3/25 Ba3/31 Bo4/3

DJIBOUTI

10/4	Exemplar	Am-Exp	Bo10/25 NY10/27
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COFFEE & TEA INDUSTRIES and The Flavor Field

SAILS SHIP LINE DUE

HONG KONG

9/10	Monroe	Am-Pres	NY11/7	Bo11/14
9/18	Susan	Maersk	SF10/10	NY10/27
9/19	Wilson	Am-Pres	SF10/7	LA10/12
9/19	Grant	Am-Pres	SF10/11	LA10/14
9/19	Fillmore	Am-Pres	NY10/24	Bo10/31
9/22	Buchanan	Am-Pres	NY11/21	Bo11/28
10/3	Maren	Maersk	SF10/26	NY11/12
10/6	Madison	Am-Pres	NY12/5	Bo12/19
10/12	Cleveland	Am-Pres	SF10/31	
10/13	Garfield	Am-Pres	NY12/12	Bo12/19
10/17	Tyler	Am-Pres	LA11/2	NY11/17 Ball/22 Bo11/26
10/18	Chastine	Maersk	SF11/11	NY11/28

KOBE

9/10	Olga	Maersk	SF9/26	NY10/14
9/12	Yamasato	Yamashita	LA9/30	Cr10/10 NY10/15
9/25	Susan	Maersk	SF10/10	NY10/27
10/10	Maren	Maersk	SF10/26	NY11/12
10/24	Chastine	Maersk	SF11/11	NY11/28

SHIMIZU

9/12	Olga	Maersk	SF9/26	Y10/14
9/15	Yamasato	Yamashita	LA9/30	Cr10/10 NY10/15
9/27	Susan	Maersk	SF10/10	NY10/27
10/12	Maren	Maersk	SF10/26	NY11/12
10/27	Chastine	Maersk	SF11/11	NY11/28

YOKOHAMA

9/12	Grant	Am-Pres	SF10/11	LA10/14
9/15	Olga	Maersk	SF9/26	NY10/14
9/16	Yamasato	Yamashita	LA9/30	Cr10/10 NY10/15
9/25	Wilson	Am-Pres	SF10/7	LA10/12
9/30	Susan	Maersk	SF10/10	NY10/27
10/15	Maren	Maersk	SF10/26	NY11/12
10/18	Cleveland	Am-Pres	SF10/31	
10/31	Chastine	Maersk	SF11/11	NY11/28

¹ Accepts freight for New York, with transshipment at Cristobal, C. Z.

² Accepts freight for Atlantic and Gulf ports, with transshipment at Cristobal, C. Z.

Packaging machinery makers meet

The 22nd annual meeting of the Packaging Machinery Manufacturers Institute, a four-day event, is being held at Grove Park Inn, Asheville, N. C.

On the committees are: program chairmen, Frank Zimmerman and R. L. Sears, Lynch Corp.; golf; W. A. Scheurer, Exact Weight Scale Co.; general activities; Carl E. Schaeffer, Stokes & Smith; entertainment; John B. Wilson, Wright Machinery Co.; hospitality; Mr. & Mrs. Albert R. Stevens, Elgin Manufacturing Co.; ladies committee; Mrs. Laura Foreman.

Childs buys Fred Fear Co.

Fred Fear & Co., Brooklyn, N. Y., food color and flavor extract house, has been sold to the Childs Co., New York City restaurant operators. Childs acquired 100 per cent of the capital stock.

The announcement came from A. M. Sonnabend, president of Childs, and Leo Green, president of Fred Fear.

Mr. Green will continue to head the Fear property, which will be operated without change in personnel or policies.

Pass the word

Trying to stretch coffee is like trying to squeeze an orange twice. Once you've used the beans to make up a coffee brew, all the good is taken out of them. There isn't any way of getting more out of the coffee than nature put in in the first place.

SEPTEMBER, 1954

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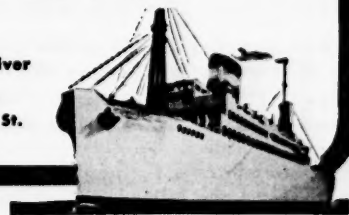
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Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Deliveries—from:			Visible Supply—1st of Month		
		Brazil	Others	Total	Brazil	Others	Total
1953							
February	1,733	721	948	1,669	756	441	1,197
March	1,666	734	1,022	1,756	832	438	1,270
April	2,039	753	1,351	2,104	835	375	1,210
May	1,080	539	663	1,202	644	403	1,047
June	1,475	576	744	1,320	475	374	849
July	1,561	734	949	1,683	624	470	1,094
August	1,079	408	630	1,038	712	38	750
September	2,157	1,090	836	1,926	724	401	1,125
October	1,313	732	766	1,498	720	483	1,203
November	1,551	761	701	1,388	863	365	1,228
December	2,181	1,142	1,095	2,237	1,203	332	1,535
1954							
January	998	838	821	1,659	1,075	385	1,460
February	1,746	664	1,278	1,942	881	511	1,392
March	1,866	735	1,224	1,959	755	479	1,234
April	1,350	634	814	1,448	852	365	1,217
May	1,089	532	499	1,031	687	362	1,049
June	1,231	303	789	1,092	452	439	891
July	868	162	592	754	311	596	907
August (1-27)	173	212	552	764

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

trade watches Brazil coffee policies in shake-up after Vargas death

(Continued from page 13)

Brazil to sell coffee as cheaply as any country in the world. He listed the following points which he said he considered meritorious:

1. Farmers will get at least as much in cruzeiros and probably more.
2. Brazilian products, hertofore hampered by artificially high prices, will be able to compete on world markets.
3. Markets for Brazilian products will be increased.
4. It is a step toward freedom of trade by readjusting the values between the internal and external markets.
5. It will assure stable and remunerative conditions that will encourage expansion of agriculture.
6. It will curb or eliminate "switch" deals with Brazilian products by giving realistic values to the exchange.
7. It will reduce the "confiscation of exchange" which Brazilian producers and exporters have repeatedly complained of in the past.

Other producing countries seemed to be taken aback by the timing of Brazil's move. One leading Colombian coffee exporter said Brazil acted after Colombia's exportable production was practically exhausted.

In Bogota, Colombia's Minister of Finance, Carlos Vilavoces, issued a communique stating that Brazil's exchange measures would not affect Colombian coffee prices, since Colombians had been priced lower than Brazils.

The National Federation of Coffee Growers, the Minister said, would maintain its domestic purchase prices.

Manuel Mejia, president of the Federation, said that, if necessary, the federation would buy all coffee stocks now in private hands.

In San Salvador, the FEDECAME countries—Costa Rica, Cuba, Dominican Republic, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama and Puerto Rico—met in an extraordinary session to discuss the decline.

In El Salvador, the national coffee association called on members to resist the price declines.

In Venezuela, the director of the National Association of Coffee Growers urged producers in that country to hold their coffee until prices improved.

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make your trademark work for you

"In today's market trademarks should be tools to expedite sales — and should also be financial assets of the firm"

"There will always be some manufacturers who will maintain, and perhaps even insist on initiating the promotion of trademarks that do not have the features than can be protected," Jim Nash, industrial designer, told the recent annual meeting of the U. S. Trade Mark Association. "They will even spend money to retain what is not worth retaining."

Mr. Nash explained that while trademarks need to be protected, under today's marketing conditions trademarks must be made to work for a company. Then they become not only tools that expedite sales but they also become financial assets of that company.

"The fact of the matter is," continued Mr. Nash, "we are in a buyer's market and every tool must work, must actually sell goods."

Explaining that a trademark can be a working tool Mr. Nash said that it should, "in a flash, say who a company is and say it so effectively that it is readily recognized, wherever it is seen, and in fact, come back to mind whenever the name of the company is heard. Like a friend rushing past you on the street, who always finds time for a quick word, a good trademark, even in this busy world, works fast, says 'hi' for the company whenever or wherever it is seen."

Recognizing that a company sometimes hesitates to depart from a well-loved and familiar old design, Mr. Nash said that one explanation that talks to management is in the realm of costs.

In the past, bills for trademark and package reproduction have been considered a fixed overhead, according to the designer.

How to allocate cost

"Today this expenditure has been made into an advertising asset," he declared. "When one understands the intrinsic value of the trademark in the design of the package, the basic cost of the package is minimized by the increased sales which are created by the package itself at the point of sale, plus making the advertising more effective by the direct tie-up through the trademark to the package on the shelf."

Mr. Nash referred to a recent survey conducted by *Modern Packaging*, in which package costs for 19 industries were reported in percentages of the total factory selling price of the packaged product.

"If packaging food on the average costs 24.1 per cent of the manufacturer's selling price of a product, then that package and its trademark had better be good and had better carry some of the burden of selling," he declared.

"Together they are a significant part of the total cost picture and cannot conscientiously be overlooked by a practical and foresighted management."

McCormick packs saffron in aspirin type tins

McCormick Genuine Spanish Saffron, a new product which made its debut in April, is packed in convenient aspirin-type tins.

Saffron, the dried stigma of a plant of the crocus family, is a native of the Mediterranean area.

Each plant of *Crocus sativus* yields only three stigmas, which are delicate orange-yellow filaments which must be picked by hand. 225,000 stigmas, or 75,000 blossoms are required to make a pound.

Pleasantly bitter to the taste, saffron is used as much for its yellow color as its flavor. Some fancy baked goods and many Spanish dishes are enhanced by its intriguing flavor and rich golden color.

Saffron is a very old spice. It once grew in King Solomon's garden.

In Greece, Saffron's golden hue was the royal color, and it was used as a perfume in Roman baths.

Joensson & Cross in new quarters

Joensson & Cross, Inc., formerly located at 270 Park Avenue, New York City, is in new headquarters, at 21 West Street.



This is Tender Leaf Tea's new seal-tight aluminum foil wrap package.

Ex-judge grows, packs own "tea" in Canada's British Columbia

"Tea" is being grown in Canada, and Arthur William Jervis hopes to see the day when British Columbia-grown "tea" will supply the nation's requirements.

The 80-year-old ex-magistrate operates Canada's only "tea" plantation here in Victoria, B. C. He plants his own tea-producing shrubs, harvests the leaf crop eight to 19 times each season and cures and packages the finished product in his big farm home.

Mr. Jervis was stipendiary magistrate at Ashcroft for many years. Four years ago he started experimenting with tea-growing. Last year he grew, processed and packaged 1,000 pounds of "tea."

He found that imported tea plants from India do not thrive here, needing more heat. So the five varieties of Jervis tea are made entirely from the leaves of trees native to British Columbia. He has found Canadian black walnut best suited for a fine tasting "tea."

He also produces "tea" from Canadian shrubs and other trees, names of which he is keeping a secret for the present.

"My B.C.-grown 'tea' is fully as good as any imported tea," he said. "I had trouble for a time with what people described as a slightly green taste, but I've beaten that now."

He has sold his product to two department stores but is seeking markets in the United States and expects to incorporate a company shortly.

The "tea" retails at 90 cents a pound.

Plans for PI forum announced

Program Chairman Frank W. Cray, vice president of the Printing Ink Division of Interchemical Corp., predicts the 1954 Forum of the Packaging Institute will be outstanding in its importance to users as well as producers of packaging materials.

According to F. S. Leinbach, of the Riegel Paper Corp. president of the Packaging Institute, plans are being made to accommodate 1,600 persons, the largest registration yet.

The Forum will be held at the Hotel Roosevelt, New York City, October 25th-27th.

The seminars that characterize P. I. Forums will feature testing and specifications for packaging materials; what industry is doing to educate and train its packaging employees; adhesion as an engineering function, the last word in packaging printing processes; new developments in the formation of packages from heavy gauge films; problems relating to the newest types of shipping containers; line production of packages with special emphasis on down time and factors affecting this form of lost production; statistical methods and their application to quality control; controlling color and gloss on printed packages; odor and moisture control in packaged foods; and flexographic printing.

Huisking retires as Fritzsche v. p.

Fritzsche Brothers, Inc., has with great regret announced its acceptance of the request for early retirement of Joseph

A. Huisking, a vice president and director of the company.

Mr. Huisking, who has not been feeling well for some time, was led to this decision by his need for an indefinite period of rest and freedom from business responsibilities.

He has retired also as treasurer and director of the affiliate company, Fritzsche Brothers of Canada, Ltd.

Establishes fellowship in food technology

Florasynth Laboratories, Inc., has made available an award of \$500 per year for a minimum of five years.

William Lakritz, president of Florasynth, has advised that the award will be given annually to an outstanding individual for work in the advancement of food technology.

The Florasynth Fellowship will be granted each year to a young man or woman, under 35 years of age, engaged in senior undergraduate or graduate work, as a candidate for an advanced degree in a recognized educational institution in the United States or Canada which is conducting fundamental investigations for the advancement of food technology.

New lime "superconcentrate" developed

A new 35-fold unsweetened lime-juice "superconcentrate" has been developed by chemists of the U. S. Department of Agriculture's Citrus Products Station at Winter Haven, Fla. The Station had previously developed a sweetened eight-fold limeade concentrate and an unsweetened 16-fold lime-juice concentrate.

The outstanding advantage offered by these products is the saving in space and transportation costs, without flavor loss. The concentrated products are prepared entirely from fresh fruit, except that sugar is added as needed. Excellent product control during processing is possible in that the oil content, soluble solids-acid ratio, and concentration can be held as desired, making uniform products possible.

Flavor crystals for foods announced

H. P. Kessler, sales manager of Givaudan Flavors Inc., New York City, manufacturer of basic flavor materials, has announced the development of a new series of flavor crystals for the food industry.

These new flavors were created after an extensive research program in the company's laboratories and designed to fulfill the requirements of powdered flavor users.

The Givaudan Flavor Crystals, recommended for use in all types of products requiring powdered ingredients, have been prepared for maximum stability and maximum economy, it was reported.

Forms new engineering company

George M. Kovac announces the formation of the Cog Engineering Products Co., Chicago, specializing in methods and manufacturing machinery for continuous processing in industry.

He is known for work in various fields, including a simple closed system spice installation for pepper, nutmeg, mace, etc.

He resigned as vice president in charge of sales, export and new developments with the W. J. Fitzpatrick Co., in order to devote full time with the new organization.

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

strong measures to develop India's pepper industry urged by committee

Strong measures to develop India's pepper industry may be in the offing.

Recommendations along these lines were made by that country's Spices Enquiry Committee, which submitted its report earlier this year. Commodities covered in the report were pepper, cashewnut, cardamom, turmeric and lemon-grass oil, all are dollar-earning commodities.

The committee found that neither the state governments of Travancore-Cochin, Madras and Coorg, nor the producers had taken advantage of the postwar boom by developing the pepper industry on improved lines. It therefore urged that the central government should step in and organize and develop the industry on scientific lines.

The committee suggested the creation of a Pepper Development Fund of Rs. 1 crore, to be financed from the export duty on pepper, for organizing and subsidizing all measures, such as the supply of standards, raising of special nurseries, supplying of rooted cuttings, replacing uneconomic vines, extending cultivation, controlling pests and diseases, providing better storage facilities, framing of grade standards, promoting orderly marketing and disseminating agricultural information relating to production and marketing.

As a first step, the central government, in consultation with the state governments concerned, would prepare an integrated ten-year plan for the development of the Indian pepper industry.

The export duty collected in the last four years amounted to Rs. 12.94 crores. The contribution of Travancore-Cochin was Rs. 7.34 crores and of Madras and Coorg Rs. 5.60 crores.

Prewar average annual exports were placed at Rs. 4 lakhs, which had increased to Rs. 23.17 crores after the war.

With gradual improvement in the supply position from Indonesia and other countries in South East Asia, India may lose her position in world markets, unless suitable steps are taken immediately, the committee felt.

Explaining the reasons for the postwar boom in the pepper industry, the committee said that production had declined by 53 per cent, or 50,000 tons, since the war, the countries lagging behind in production being Indonesia, Indo-China and Borneo. This general shortage was chiefly responsible for focussing world attention on India's pepper crop. The U. S. A., which took nearly 70 per cent of India's exports, was India's principal market for pepper, the other importing countries being the United Kingdom, Italy, Russia, Egypt and Aden.



Recovery of pepper plantations in Indonesia—like this one—and in other Southeast Asia countries took edge off India's postwar boom in pepper, that country's Spices Enquiry Committee says.

The committee recommended special export promotion committees to be located in New York and London. It also urged that India's trade representatives abroad should survey possibilities of new markets.

Stepping up internal production, uniformity in weights and measures, regulation of markets, organization of producer's cooperative societies, improved road communications, standardization of trade contract terms are also recommended.

The average demand for cardamom in the world markets is small and is placed at 1,200 tons a year. Since the bulk of this demand is already being met by India, the scope for further expansion is limited. But to retain India's present position uniformity in grade standards, organization of co-operative marketing societies, regulation of markets are recommended.

Compared to Jamaica and Sierra Leone, India produces a commercially inferior quality of ginger. Further expansion of India's trade in this article is dependent upon improvement in quality and reduction in the cost of production, the committee indicated.

The committee's recommendations for improvement of quality include starting of new research stations, credit facilities for the cultivator, uniformity in trade standards, cooperative marketing and regulation of markets.

Turmeric is a minor crop of the west coast, which has no special importance in the agricultural economy of the tract.

Except about 10,000 tons exported to Ceylon, South Africa, Iran, Aden, the U. S. A. and the U. K. the rest of the crop is used in India, the annual production being 1,200,000 tons.

Lemongrass oil has been a valuable dollar earner, the committee noted. Actual figures of its production are not available, but it is estimated that in 1951-52 total world supply was 1,000 tons, three-fourths of which were met by India.

Although India is the largest supplier of lemongrass oil, the total demand for it has recently declined, partly due to its larger availability from Guatemala and partly to the curtailment of demand from manufacturers in America.

The committee holds that the prospects of the industry are not bright unless alternative uses of this oil are found in India. The committee recommends rationalization of the industry. It is pointed out that the present type of country-still used in India for the distillation of oil is crude in design and construction, and involves considerable wastage. Steam distillation will improve both quality and yield.

Amendment of trade contract terms, prevention of export of sub-standard qualities of oil and adoption of uniform weights and measures are also suggested.

Lastly the committee recommended the setting up of a small Central Advisory Committee for the development of spices. This committee would be assisted by three regional advisory committees, one each for Travancore-Cochin, Malabar and South Kanara-North Canara.

Issue final estimate on India's ginger crop

The Official all-India final estimate of dry ginger for 1953-54 has placed the area at 47,232 acres and production at 14,601 tons.

These figures, as compared to the 1952-53 partially revised estimate of 45,563 acres and 13,634 tons, show an increase of 3.7 per cent in area and of 7.1 per cent in production.

The crop is grown mainly in Bombay, Travancore-Cochin, Madras, Hyderabad, Orissa, West Bengal and Himachal Pradesh.

According to the Ministry of Food and Agriculture, the increase in acreage during the current year is mainly in Madras, Mysore, Vindhya Pradesh and Bombay. Partly responsible were favorable climatic conditions at the sowing time.

Third shaker — for paprika

— is suggested by Gentry

Managers of some of the better restaurants apparently recognize the value of eye appeal in food. They see to it that every table in the dining room carries a shaker of paprika as a companion seasoning to salt and pepper. Some railroads also follow this custom in their dining cars.

This is noted by the Gentry *Serenader*, published by the Gentry division of the Consolidated Foods Corp.

Sprinkled on eggs, salads, mashed potatoes or other foods that may otherwise lack eye appeal, paprika adds a bit of bright color to lend a cheerful note to the table, the *Serenader* says.

Manufacturers of salt and pepper shakers might increase their business by one-third if instead of offering their products in pairs, they sold them in sets of three—for salt, pepper and paprika. Didn't they do that years ago, in the days when eating was a pleasant ritual, as well as a necessity?" the house organ asks.

No doubt that pepper originated

in the Americas, botanist says

There is no doubt that cultivated peppers originated in the Americas and that they were probably cultivated by primitive Indians.

This is the opinion of Charles B. Heiser, Jr., Associate Professor of Botany at the University of Indiana, who spent a six-month sabbatical leave at the Inter-American Institute of Agricultural Sciences at Turrialba, Costa Rica, on a Guggenheim Foundation fellowship.

He added that the exact origin of the various species has not yet been determined, but it is possible that *C. pubescens* and *C. pendulum* originated in the Andes and that *C. annuum* originated in Central America.

More information is needed on the *Capiscum* plants of South America, especially those of Brazil and the Guianas and on the taxonomy and cytogenetics of wild plants, he said. A careful study of old literature is also necessary.

Prof. Heiser classified the various groups of cultivated and wild peppers, using taxonomical and cytological methods.

Death for adulterating saffron

In the 15th century, Nuremberg dealers who adulterated saffron were burned at the stake.

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the art of flavor



What is the function of the flavorist? What is his objective? Here are some basic answers, as stated by the "Perfumery and Essential Oil Record," London.

Marco Polo, it is said, induced Columbus to discover America. Columbus is supposed to have set out to find a route to the source of the Oriental fragrances and spices described by Marco Polo and in so doing he made his epoch-making discovery.

An even more versatile flavoring, that of the vanilla bean, owed its origin to Cortez's conquest of Mexico; this was the means of introducing this flavor to Europeans.

The art of flavor is as old as civilization itself. From the earliest times, aromatic plants and herbs were used for flavoring purposes, to stimulate the appetite and to bring out in full the characteristic flavor of other commodities.

The physiology of taste has not by any means been fully elucidated. It is certainly bound up in some ways with the other senses, especially with that of smell, and it is well known that if the sense of smell is impeded by closing the nostril then in a number of cases one cannot readily distinguish the flavor, as for example, with the onion. Again the sense of flavor is linked up with the sense of sight; yellow color suggests the lemon, a red color that of raspberry, and it is an undisputed fact that the color of an object plays a part in suggesting the flavor to the mind. In certain tasting tests, difficulty was encountered in identifying lemon flavor in red commodities, and raspberry flavor in colorless or yellow products.

As far as we know, there are four primary taste sensations, sweet, bitter, acid and saline. Also it seems universally agreed that substances act on certain taste buds on the tongue and by this means a message is conveyed to the reception centers of the brain.

With the sense of taste, physical contact of the flavoring substances with the palate takes place. Professor Adrian has made some stimulating remarks on the mechanism of the sense of tasting and of the exact nature of the stimuli which react on the nerve centers. Up to the present, no relation has been worked out between the chemical structure of a body and its taste, principally because it has not been found possible to actually define taste on a physical basis.

Flavor formulation is still somewhat of an empirical art, although nature has abundantly provided materials which

possess a flavor. The actual incorporation or transference of this flavor to another product calls for skill and ingenuity, and it is here that the art and science of the flavor compounded is given full scope.

In the last half century, considerable advances have been made in the isolation of flavors from natural sources. With the citrus fruits and spices, where the flavor constituents are comparatively stable bodies, distillation has always been the main technique used for isolation. Advances in distillation have included new types of columns and condensers and new methods of heating and a further knowledge of the underlying principles of the physico-chemical process.

In the isolation of the flavoring principles of raspberry, blackcurrant, strawberry and other of the so-called soft fruits, certain technical difficulties are met with. The amount present is small and the components are of a delicate nature, so that to isolate and to obtain a product that contains the whole of the flavoring constituents, free from any extraneous material, is a task of the highest complexity.

In the concentration of the juices, new techniques in the recovery of esters and other volatile constituents, which were formerly lost in the initial runnings, have been evolved. Better methods of heat transfer have been discovered so as to minimize the effect of over-heating. Other methods, such as spray drying and freeze drying have been used in an attempt to produce a product, which will exactly resemble the natural fruit in flavor, but up to the present it has not been possible to produce a product which contains all the flavor and aroma bearers in their entirety without other bodies which contribute little or nothing from a flavor point of view.

A natural essential oil of raspberry or blackcurrant similar to a natural essential oil of lemon, orange, spearmint or clove is not yet an article of commerce, although some excellent products have been produced in the research laboratory.

Certain fundamental investigations have been carried out on the characterization of the constituents of black-currant, pineapple, coffee, and raspberry natural flavors, and lists have been published giving the approximate composition of the flavoring otto. But it has to be admitted that a flavor compounded on the basis of the published data is still a long way from being an exact reproduction of that of the

fruit. The flavor compounder has a variety of materials at hand, including synthetic organic chemicals, isolates from essential oils and natural products from which to formulate and blend his flavors.

The ultimate aim of the flavor technician must, however, be to provide in a readily usable form the essential flavor principles of the desired fruit or herb.

With the lemon, for instance, this may mean bodies other than the essential oil. The resins and other bodies may play an important part in conveying the full flavor of the lemon to the palate. With ginger the resins and non-volatile bodies play a far more important role than the essential oil of ginger.

In the future, it should be possible to blend a raspberry flavor from components which are present in the raspberry, and the formulation should be an exact facsimile of the constituents of the natural flavor.

Snell announces lower costs, better service on spice inspections

Lowered costs and better service on spice inspections have been announced by Foster D. Snell, Inc., New York City, and approved laboratory of the American Spice Trade Association.

The charge for inspection of single samples of pepper is now \$7.50, instead of \$9.00.

Prices for examination of other spices have also been reduced.

Snell provides a sampling service which is done by the New York Produce Exchange under Snell auspices and supervision.

Primarily a granulator, the new Schutz-O'Neill Ball Bearing Roller Mill cuts down the amount of powdery residue in the ground product. Double grinding action with two pairs of rolls develops capacity of 350 to 400 lbs. of pepper per hour. An elevator delivers it to the gyrator sifter. *If you will advise us of your requirements, our engineers will recommend a suitable mill plan tailored for your plant. Write for literature. Also makers of*



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The company states that it is improving its system for handling, reporting and invoicing for spice inspection services, with resultant increased efficiency and lowered costs.

more on trends in essential oils

By H. P. WESEMANN,

Vice President and Director of Purchases
Fritzsch Brothers, Inc.

The general indications are that prices for new crop spearmint oils might be rather soft and below those now prevailing, unless unfavorable weather or other growing conditions intervene. It is advisable to watch carefully stocks and price trends.

As for peppermint, the Far West also produces increasing quantities of spearmint oils. Again, there is a pronounced difference between the oils from these different sources. Indications are that the Middle West will continue to supply rather large quantities of oil of spearmint, and critical users, who have adopted as standard this type of oil, are not easily satisfied with Far Western quality, although in some directions a mixture of both is being employed.

Regarding oils of anise and cassia, not much can be said. Governmental regulations for some years have not allowed their importations from China. Practically no stocks of the original oils remain available, but very useful substitutes, excellent in flavor qualities and at a great variety of prices, which more or less reflect their respective qualities, are available.

It is safe to say that no one needs to suffer on account of inability to procure the true oils, but some changes might have to be made in labelling the finished merchandise. Unless the aforementioned regulations are modified, it is only a question of time before anybody wanting a cassia or anise flavor will have to resort to imitation flavors or oils.

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San Francisco Samplings

By MARK M. HALL

■ ■ Calling on the vernacular to express the feelings today of both green and roast coffee men, these words could be used, "Where are we going from here"?

Always let what is said on this subject, be qualified by, "as of this writing", for things happen so fast that many have not had time to catch their breath or count their losses.

As this week closes, September, 1954, quotations on the futures market have gone down the limit every day. The actual market ranged from 70 cents to 73 cents, without much evidence of future trends. Offerings were scarce. Colombians dropped to a point slightly above 69 cents, and rallied around 74 cents. It was reported on the street that the Federation was supporting the market.

Opinion is that the Brazilian market was inherently weak, regardless of government support at 87 cents, but few thought the break would come so soon. The devaluation move, which allowed 20 per cent of the dollars to be converted on the open exchange market, precipitated the drop. There is some opinion here that if this move had not been made by the Brazilian government, the market would have held for a while longer. They claim the statistical position of coffee had not changed.

But Brazil's coffee exports were way down for the last several months. Some coffee ships are said to have left Santos without a bag of coffee on them. With Brazilian economy in an inflationary state and a shortness of dollars, the government could not hold out any longer.

Colombia had unloaded most of its current crop, which was large. Other producing countries were supplying coffee which should have come from Brazil. As expressed here, the poor judgement of the

Brazilians in not taking cognizance of the reduced consumption and greater reserve stocks in the United States was responsible for the position they now find themselves in. These two factors helped the roasters to hold off buying.

It is considered even now a question whether present prices will bring out sufficient buying to add any strength to the market. One opinion is that if the 1954-55 crop is good, the period of high prices is over for some time. A roaster said that prices even in the range of from 70 to 75 cents, will still make the consumer pay more than a dollar. Anything above that resistance barrier will not bring consumption back to old levels. The cut in wholesale prices recently reported still leaves coffee above the dollar.

■ ■ Ed Pattinson, with Mrs. Pattinson, spent their vacation in Vancouver, visiting the latter's family. Their daughter, about seven years of age, flew to Vancouver in advance. Both Ed and his wife are Canadians by birth and of Scotch extraction. Its like going back to the old country for them.

■ ■ The coffee trade did not know they had a big game hunter in their midst. The adventurer is none other than Eddie Johnson, Jr. On an African safari at the Menlo Country Club recently, with superb coolness and steady nerve, he took an all-air shot at a paper lion. As the head of the poor beast dropped it revealed the figure of a beautiful woman. All had a good time, as they say at coffee cocktail parties.

■ ■ The Grace Lines will give its annual party again at the Orinda Country Club, Friday, September 24th. There will be golf, lunch and dinner. It was a great party last year, and a large number of guests are expected this year.

■ ■ Guy Pope, son of George Pope, president of Pope & Talbot Lines, has been working this summer at the offices of

the company. The object is to gain a little practical experience before he enters Princeton this fall. George Moran piloted Guy about somewhat to show him how hard it was to get coffee cargos from Brazil these last few months.

■ ■ Jim De Armond and Mrs. De Armond spent two and one half months in Europe this summer. The trip was purely one of sightseeing and pleasure, but he did have a chance to make some observations on coffee. For example, a pound of coffee costs \$3.50 per pound can in Germany. This was a good grade, but the poorer ones were around \$3.00. When the wages of the working class are taken into consideration, the per capita consumption cannot be too high. Stores carry small packages of one quarter of a pound.

■ ■ Moore-McCormack Lines, Inc., gave a party at the San Francisco Commercial Club in honor of D. B. Geddes, vice president, and A. C. Fenger, newly appointed Pacific Coast manager. There was a large contingent from the coffee trade present. Fenger was formerly manager of the company's interests in the Northwest, and succeeds the late Carl J. Gravesen.

■ ■ One of the high points in social activity in the coffee trade was the Pope & Talbot theater and dinner party given last month. Cocktails were served in the foyer of the Bellevue Hotel, then dinner in the main dining room. After that the coffee people, with their wives, saw "Seven Year Itch", starring Eddie Bracken. This is a new and popular comedy, which the whole group enjoyed tremendously.

■ ■ Bill Morton, of Los Angeles and San Francisco, has been flying high recently. He flew over Parana to Argentina, and visited his son in Santiago, Chile. The Long Beach Rotary Club called on him after the trip to make a speech on coffee. For copies of the speech, write to Bill.

■ ■ Recent visitors at A. Schilling here from McCormick in Baltimore were Brooke Furr, vice president of McCormick's; John Curlett, president of A. Schilling, who is located in Baltimore;

(Continued on page 103)

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New York News

■ ■ Into the very last day of August, Front Streeters thought they had just gone through one of the most turbulent coffee periods ever.

First came the decline touched off by the new exchange regulations of Brazil's then minister of finance, Aranha.

Then came further declines on the heels of the shocking suicide of Brazil's head of state, President Vargas.

In the meantime, roasters cut the prices on their finished product a substantial ten cents. Leading the parade in these reductions, with a big slice of resultant publicity, was Jos. Martinson, for their own brand and for Aborn's Coffee.

But rough as August was, September has blown in with real roar. Prices are swinging upward again, and at a pace for these several days which is staggering.

■ ■ The annual meeting of the New York Green Coffee Association, held in mid-September, is voting on officers and directors for the coming year.

Nominated for president is Charles F. Slover; for vice president, F. C. Byers; for treasurer, F. E. Barnard.

Three Front Streeters were named to fill unexpired portions of 1935 terms as director: Harry R. McComb, J. J. Morris and Charles T. Ney.

Nominated as directors for the 1936 term were H. F. Baerwald, J. G. Cargill, T. F. Conroy, F. E. Hodson, Charles Leister and P. L. Stetzer.

Suggested for the adjudication committee were Earl B. Ackerman, A. A.

Anisanel, J. R. Aron, J. F. Banzhaf, C. H. Behrend, Fred Kohn, J. H. Naumann and F. H. Silence.

Alternates for the adjudication committee are K. H. Fairchild, W. L. Korbin, J. M. O'Connor, R. B. Sasseen and J. F. Sullivan.

The nominating committee for the 1935 annual meeting would be J. E. Burt, V. V. Byrne, L. E. Ehrhard, J. J. Enright and R. C. Taffae.

Submitting the nominations at this month's annual meeting were John Delay, T. R. Korbin, G. F. McEvoy, Arthur Ransohoff and J. A. Sim.

■ ■ Up for membership in the New York Green Coffee Association is Rayner & Stonington, Inc., of 79 Wall Street. Heading up the firm's coffee department is Herbert J. Coyne.

■ ■ Frank M. Kurtz, chairman of the board of the American Coffee Corp., sailed for Brazil last month on the Moore-McCormack liner Brazil.

He was accompanied by his wife.

■ ■ Until the annual meeting of the New York Green Coffee Association this month, Harry R. McComb, of Standard Brands, Inc., has been serving as a director. He was elected by the board to fill out the term of Cecil L. Hudnall, who resigned his directorship recently.

■ ■ Donovan G. Sissons has joined the New York office of Pope & Talbot, Inc.—Pacific-Argentine-Brazil Line. He will assume the duties of district freight agent for the New York area. Mr. Sissons

has been active in the shipping and transportation field since 1921.

■ ■ The Dannemiller Coffee Co., Brooklyn, N. Y., has announced the election of Edward I. Dannemiller as president of the company, and Albert J. Dannemiller as chairman of the board.

Formerly Albert J. held the position of president, while Edward I. was executive vice president.

■ ■ Hans A. Fraenkel, of L. Neugass & Co., Inc., is in Europe on a six week tour. He sailed on the Independence, accompanied by Mrs. Fraenkel, to visit Italy, Portugal, Switzerland, Germany, France, Belgium and Holland. He will call on coffee firms representing L. Neugass in those countries.

■ ■ Donald E. Shalders has joined the tea department at the De Hope Goldschmidt Corp. Mr. Shalders is a tea taster by profession and has had considerable buying experience in the primary markets, as well as in the London tea market.

■ ■ The newly established green coffee division of the Continental Coffee Co. is now a member of the New York City Green Coffee Association.

The office, at 109 Front Street, is headed up by John Heuman, who was with the A. C. Israel Commodity Co., Inc., for eight years.

Continental Coffee is also a member of the New York Coffee Roasters' Association.

■ ■ The S. A. Glasberg Co., importers of African coffees, has also been voted into membership in the New York Green Coffee Association.

Glasberg handles Abyssinians, Angolas, Belgian Congos, Ivory Coast coffees, Madagascars and Ugandas.

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New Orleans Notes

By W. McKENNON

■ ■ The David A. Kattan Roasting Division, 502 Natchez Street, is now operating its roasting plant at 628 Constance Street. Two brands, Lake Breeze Coffee and Lake Breeze Coffee and Chicory, will be tested in the New Orleans market. Harold Alfred, active in the green coffee trade here for the past 35 years, is now connected with the firm.

■ ■ The R. E. Schanzer chicory processing plant at 610 S. Peters St., was hit by fire, with estimated damages of \$11,000. The blaze was thought to have originated in an overheated processing machine in the second story and spread rapidly. Five employees, who were in the building at the time, escaped without injury.

■ ■ Joseph Sciortino, general passenger agent of the Delta Line, has returned from a 42-day trip aboard the Del Mar. While away, Mr. Sciortino visited the various agents of the company.

■ ■ Lou Stratmann, of Leon Israel & Bros., Inc., and Mrs. Stratmann, are accepting congratulations on the birth of their first child, a son, who was named Eric.

■ ■ W. W. Krieger, of the F. D. Wilcox Co., Inc., has returned from a business trip of several weeks.

■ ■ Bates Smith, of the Interstate Coffee Co., Augusta, Georgia, was a recent business visitor in New Orleans.

■ ■ C. J. Lafaye and family have returned from a combined vacation and business trip.

■ ■ Frank Stayton, formerly with the Batterton Coffee Co., was here recently, visiting the trade.

■ ■ Earl Bartlett, of the American Coffee Co., with Mrs. Bartlett, has returned from a trip through Alabama, Georgia and the Carolinas.

■ ■ W. D. Roussel has returned from a trip to the Pacific Coast.

■ ■ Ashton Peyrefitte, of Riverside Warehouses, with his family, has returned from a trip to Lake Louise, Canada.

■ ■ Among out-of-town guests at the wedding of Aimee Hanemann, daughter of Mr. and Mrs. Albert Hanemann, to James F. Quaid, were Mr. and Mrs. Ferd Dahlen, of St. Louis, and Mr. and Mrs. J. G. Cargill and daughter, of New York.

■ ■ L. R. Arnaud, of Lafaye and Arnaud, and family, have returned from a most enjoyable trip to Brazil aboard the Del Norte.

■ ■ Roy Plank, of Certified Brands, Kansas City, was a recent business visitor here.

■ ■ Mr. and Mrs. Raoul Haydel have returned from a vacation trip to Colorado Springs.

■ ■ Milton Ruth of Leon Israel & Bros., Inc., was in New York on business recently, returning via Virginia.

■ ■ Mr. A. B. (Tony) McLean of the H. L. C. Bendiks, Inc., New York office, was a business visitor here.

■ ■ Fred White of Stewart, Carnal & Co., Ltd., is visiting relatives in Canada.

■ ■ Edward A. Lafaye returned to his office at J. Aron & Co., Inc. after an extended trip through Europe, with his family.

■ ■ Mr. and Mrs. Isidore Reisfeld stopped in New Orleans en route to their home in St. Louis after a vacation of several weeks in Brazil.

■ ■ W. B. Burkenroad, Jr., is spending part of his vacation in Pass Christian at Burkedale, the family summer home.

■ ■ Fred W. Delamain is currently serving a couple of weeks in the Army as part of his duty as colonel in the reserve forces.

Vancouver

By R. J. FRITH

■ ■ Eddie Johnson, of E. A. Johnson & Co., San Francisco, spent a few days

in Vancouver. He said coffee men on the Coast were confident of a continuation of present volume, which is good, and no one was willing to predict any appreciable change in the coffee market, except that best grades might tend higher.

■ ■ Tom Duff, of Leon Israel & Bros., Inc., San Francisco, a son of Jack Duff, company general manager, was calling on friends in Vancouver.

■ ■ S. J. Frisbee, managing director of the Darley Butler Co., Colombo, spent a few days in Vancouver. Tea planters in his part of the world were sure of a strong market for best grades for a long time to come. Demand for really good teas was well maintained.

■ ■ The entire spice department of Kelly, Douglas & Co., Ltd., Vancouver, took the first two weeks of August for a vacation. A good inventory was built up for wholesalers, and the manager, Wes Shannon, and all his staff, left on holidays which were much enjoyed.

■ ■ In Tea business, Vancouver importers were noting a higher percentage of advances in the cheaper grades than in the better and top grades. High coffee prices have forced teas into the limelight, but demand is principally for lower grade teas.

Southern California

By VICTOR J. CAIN

■ ■ Carl Borchsenius and W. B. Rowe, of Bunge Coffee, Inc., came to Los Angeles to call on the trade and to advise them that Bunge was opening their own office. For the present, they intend offering direct from San Francisco, but hope to have a man working out of their Los Angeles office soon. In the past Bunge Coffee, Inc., was very ably represented by W. J. Morton, Inc.

■ ■ Moore-McCormack Lines, Inc., held their annual get-together for the coffee group of Southern California at the Fox Hills Golf Club. It was coupled with an outing for the Los

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Angeles Transportation Club. Those attending and playing golf included Jack Arnold, Earl Lingle, Warren Emmerling, Charles Nonemacher, Herman Landon, Lorrie and Dick Moseley, Bill Gloege, Charles Mack and Vic Cain.

In the early evening a fine buffet dinner was served on the club patio. Most of the men participating were lucky enough to come home with a door prize of one kind or another.

■ ■ J. Clarence Levy, of J. Aron & Co., Inc., recently visited Los Angeles to call on the trade.

■ ■ Andrew S. Moseley, president of Breakfast Club Coffee, Inc., made a flying trip to New York to attend a Board of directors' meeting of the National Coffee Association. While in New York, Andy had the good fortune of seeing two fine ball games before returning to Southern California.

■ ■ The Westphal-Larsen Line of the General Steamship Corp. held a delightful cocktail party aboard the Hardanger, to inaugurate her maiden voyage. The party was well attended by local coffee men.

■ ■ Moore-McCormack has announced the appointment of A. C. Fenger as Pacific Coast manager, succeeding the late Carl J. Graveson.

Chicago

By JOE ESLER

■ ■ National Tea Co. will build one of its largest super markets in Hammond, Ind. at the Woodmar shopping center. Customers will drive up to the pickup station and put their purchases directly into their cars.

■ ■ Gaylord Container Corp. has merged Fairfield Paper & Container Co. and Dresden Paper Mills Co. into the parent organization. Heretofore these companies have been operated as wholly owned subsidiaries. They will be known as Gaylord Container Corp., Fairfield Div. and Gaylord Container Corp., Dresden Div.

■ ■ H. C. Knoke Co. now manufactures two types of coffee extenders. One is ground roasted barley which is improved with the addition of a small amount of chickory. The second is a vegetable product, named Conserve brand. The product is available in a light or dark roast depending upon the type of coffee used with it.

■ ■ H. Richheimer of Richheimer Bros. and his wife are on an extended trip through the eastern waterways and the Erie Canal, on down the east coast to Boca Raton for the coffee convention.

■ ■ Dave Courtney of Ruffner, McDowell & Burch has returned from a southeastern business trip.

■ ■ Jack Friedman has built up a coffee distributing business direct to the retailer.

■ ■ Harold Schmidt of R. C. Can Co., James Jensen of Jas. J. O'Connor Coffee Co., Edward McCleary of the Wm. Dahlen Co., Don Hawken of Hawken Brokerage Co., and Eng. Cossen of the Illinois Central Railroad, all from St.

Louis, attended the Chicago Coffee Club golf tournament at Rollong Green Club. All shared in the many fine prizes.

San Francisco

(Continued from page 99)

Edward Ellis, sales manager in charge of tea promotion in the East; and John Buckeley, treasurer of A. Schilling. Mr. Curlett, with his family, had just returned from a vacation in Honolulu. Also visiting were Ray Bradt, coffee buyer for Ben Hur, in Los Angeles.

■ ■ Warren Kludt, buyer for Schilling's recently returned from a vacation in the Northwest, where he took out time to call on the trade in that section. When in Portland he tried a little golf, but he later said the balls didn't work any better for him there than in San Francisco. A change of climate often helps an ailment but Warren will have to give his golf game some other treatment.

■ ■ W. R. Grace & Co. recently received approval from the Federal Maritime Administration for a renewal of their representation of the Johnson Lines.

■ ■ Imports of coffee into the Port of San Francisco for July were 7,210 tons. For July 1953, they were 11,432 tons. This follows a trend which became definite as 1954 progressed. The total for seven months is 92,240 tons; for 1953 the comparative total was 100,652 tons.

Soluble coffee serves its country

(Continued from page 72)

Because of its space-saving qualities and long range stability, the Navy is interested in its use aboard surface ships and submarines. The Air Force is exploring its adaptability for long range flights. (Ever try to brew coffee atop Mt. Everest?) The Army is presently conducting large scale tests to determine the acceptability of soluble coffee vs. freshly brewed coffee from the point of view of the soldier consumer.

(At the close of the war, the product also began to catch on in the civilian market, probably due in part to the convenience which the veteran remembered fondly. The growth in sales is due also to marked improvements in quality and solubility which have come about in the last few years. At any rate, it is now estimated that approximately 20% of all coffee consumed in the United States is made from soluble.)

Of course there are various qualities of soluble coffee and the Armed Forces want only the highly acceptable grades. To insure quality in procurement, a unique method has been devised for separating the sheep from the goats. Once each year every producer who desires to sell soluble coffee to the Military is given the privilege of submitting a ten-pound sample of his product. A portion of each sample is sent to a military post and subjected to a panel evaluation by at least 200 rugged soldiers on the sound theory

that the soldier himself best knows what he likes.

The test samples are identified only by code and are served under conditions of good psychometric control. Each panel member rates the samples on a nine-point hedonic scale. The serviceman's only criterion is how well he likes or dislikes it.

After computing the mean average for each sample, the grand mean of all samples is then determined. Those which fall significantly below the grand mean are classed as unacceptable. *The Armed Forces will not procure soluble coffee which falls in the unacceptable range.*

Yes, soluble coffee finally appears to have won its stripes as an item of regular military issue. It likes the Service and the Service likes it. Therefore, it is likely that many, many years will pass before soluble coffee reaches retirement age.

"Paging Archibald Clancy!"

Each day at the Middlesex registry of deeds, Cambridge, Mass., a call goes out over the public address system: "Paging Archibald Clancy!"

No one, however, is really looking for Archibald Clancy. That's a code call meaning that employees may take a coffee break.

Recently, shortly after the switchboard operator called for "Archibald Clancy," a man approached her and asked: "Is someone looking for me?"

British Tea cups offered

by Tender Leaf in Canada

Two English-made tea cups featuring Tender Leaf's "Lively Couple" were offered by Standard Brands, Ltd., Canada.

The terms were \$1.00, plus a Tender Leaf Tea boxtop.

Old Mansion premium is iced tea glass

A floral-design iced-tea glass was given with each quarter pound package of Old Mansion tea by C. W. Antrim & Sons, Inc., Richmond, Va.

Gives tumbler with San Fe Tea

The Ranney-Davis Mercantile Co., Arkansas City, Kans., offered a crystal tumbler free with the purchase of a quarter pound of Santa Fe Tea.

Coffee crisis cited by Vargas

in farewell letter to people

"I saw the coffee crisis increase the value of our principal product. We attempted to defend its price and the reply was a violent pressure upon our economy to the point of being obliged to surrender." President Getulio Vargas, in his farewell letter to the people, left before killing himself

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WANTED: Packaging Line, Labeler, Capper, and Mixer. Address Box 147, care of Coffee and Tea Industries.

1 Burns #7 complete roasting outfit. Gas. Practically new. Has roasted less than 500 pounds of coffee. Half original cost. The ideal roaster for store or where fresh coffee is important. Address Box 19 c/o Coffee and Tea Industries.

WANTED: Two or Three Burner Burns Sample Roaster with motor. DAVIES COFFEE CO., 1115 Post Street, Seattle 1, Wash.

WANTED: Burns Thermal Coffee Roasters with incidental equipment. Will pay cash. Advise best price and details. Address Box 318 c/o Coffee and Tea Industries.

EQUIPMENT FOR SALE

FOR SALE: 1—Pneumatic Scale 60/min. Packaging Unit. 2—Jabez Burns 4-bag Coffee Roaster, complete with blowers, exhausters, cooling trucks; Standard Knapp Auto Gluer-Sealer & Comp. belt; 1—Model A & 1 Model B Transwraps; 2—6" Brightwood Box Machines, m.d.; Roball Sifters; Mikro Pulverizers; Mixers up to 7,000 lbs. Partial listing. What have you for sale? CONSOLIDATED PRODUCTS CO., INC., 16-19 Park Row, New York 38, Barclay 7-6600.

WANTED

Would like to purchase a Coffee business in any part of the country except New York City. In writing give full details. Address Box 206 c/o Coffee and Tea Industries.

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